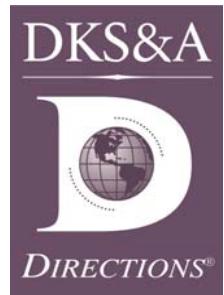


# **California Domestic Travel Report, 2004**

From the *DESTINATION PERFORMANCE/Monitor*<sup>SM</sup>

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Prepared by:



**D.K. Shifflet  
& Associates Ltd.**

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*Excellence in Travel Intelligence* ®

June 2005

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## **Marketing Intelligence Snapshot**

- California hosted 314.3 million travelers in 2004, a 4.8% increase from visitor volume in 2003. Business travel to California positively affected total travel volume, growing 12.5% from 76.7 million business travelers in 2003 to 86.3 million in 2004. Leisure travel in California remained stable with a slight increase of 2.1% from 223.3 million leisure visitors in 2003 to 228.0 million in 2004.
- California resident travel within the state grew in 2004, increasing from 254.6 million travelers in 2003 to 265.7 million in 2004. The rise in resident travel was led primarily by the business travel segment which increased 12.6% compared to a small increase in resident leisure travel of 1.7%.
- Non-resident visitation increased to California in 2004, growing 7.3% to 48.6 million travelers over 2003.
- Total travel at the national level grew 3.8% reaching 2.9 billion visitors in 2004. Because of the growth of total travel at the national level and rise of travel volume in California, the state gained share of the U.S. travel market, increasing slightly from 10.7% in 2003 to 10.8% in 2004. California maintained its ranking as the top destination in the U.S. in terms of person-trip market share.
- Traveler spending in California slightly increased from 2003 to 2004. Average per person daily spending in 2003 by the California traveler was \$113.4 a day\* versus \$124.0 a day in 2004. The gain in total traveler spending was primarily due to an increase in spending by the leisure traveler.
- The primary demographics of travelers to California help to understand the profile of current and potential visitors. The median age of a traveler to California was 43 years with a median annual household income of \$67,000. The large majority of visitors were married (67%) and employed in a managerial or professional occupation (35%).
- The primary purpose visitors came to California was for leisure (73%). Within the leisure travel segment, most visitors traveled to California to visit friends or relatives (24%) followed by other personal reasons (15%).

*\* Note: This year's number for average per person per day spending for the year 2003 is slightly lower than the number for the year 2003 in last year's data table due to a revised expense calculation. It accounts for an adjustment to compare nightly spending on accommodation with daily spending in other categories.*

- The average party size of travelers to California in 2004 was 2.1 persons, which remained stable from 2003. In the leisure travel segment, the average party size was 2.4 persons in 2004, with no change from 2003. The business travel segment had an average party size of 1.6 persons, a slight increase from 2003.
- The primary mode of transportation for visitors to California was the auto, 79%, a slight drop from 80% in 2003. There was a slight increase in Bus/Train travel to California, increasing from 2% in 2003 to 3% in 2004. Most visitors to the state, 65%, stayed in paid accommodations. Among the paid accommodations segment, 52% stayed in hotel/motels.
- The average distance traveled by visitors to California was 338 miles one way in 2004, a slight increase from 331 miles in 2003. The top origin state for travelers to California was the state itself with residents comprising 85% of California visitors. Nevada and Arizona followed with 2.5% and 2.1% of California visitors, respectively.

## Economy in Review Year End 2004

### **Leading Economic Indicators:**

In 2004, the U.S. economy continued to enjoy the growth it had in 2003. Real GDP grew at about 4.8 percent in the first half of 2004. By the third quarter, the economy was slowing down slightly, so that the average GDP growth for the year as a whole was 4.3%. Nevertheless, the pace was still well off the strong growth of the late 1990s. Personal disposable income per capita was also up in 2004, again a slight increase from 2003. The increase was less than was enjoyed in 2002. Furthermore, consumers were not spending the increase: per capita consumer spending increase was the same as in 2004.

The growth in GDP and disposable income was also accompanied by an improvement in the unemployment rate. Unemployment rate was 5.7% in January 2004 but by December 2004, the unemployment rate stood at 5.4% - a great improvement from the previous year, which was 5.9%. As might be expected, consumer confidence provided a mirror image to the unemployment rate - the consumer confidence index was 91.1 in January of 2004, but by December 2004 it stood at 102.7. As of March 2005, the consumer confidence index is at 102.4 – slightly down from the year-end level, but still a good sign for the overall economy.

See Table 1 for details of economic indicators for 2004.

### **Travel Volume and Expenditures:**

In 2004, the travel industry too was enjoying a continued growth from 2003. Business travel had made a come back in 2004, but the growth has still not reached the peak of 2000. Leisure travel continued to be strong in any form of measurements used.

The good economy brought about an increase in the lodging industry. There were about 923 million domestic room nights sold in the United States. This figure finally tops the peak of 897 million room nights in 2000. Total travel spending continued to be growing rapidly and stood at \$679 billion in 2004. The increase in travels pending can be attributed to spending on overnight leisure travel and day leisure.

Domestic person trip and person day volume continued to sustain growth from 2003. Growth can be seen in both business and leisure travel.

The first three months of 2005 have surprised experts with a sudden slowdown in the economy as reported in The Washington Post on April 29, 2005. For example, GDP growth for the first quarter stood at 3.1%. Nevertheless, economists were saying that the nation is not heading back into recession as long as energy prices do not go too much higher. With a somewhat positive economic outlook for 2005, experts in the travel industry are expecting sustainable growth in this sector for 2005. All signs point toward continued sustainable growth in leisure travel and a slow growth in business travel.

See Table 2 for details of U.S. domestic travel statistics for 2004.

**Table 1: Economy in Review - Other Economic Indicators**

	YE 2004	YE 2003	YE 2002	YE 2001	YE 2000	% change			
						04/03	03/02	02/01	01/00
Consumer Confidence Index (base: 1985=100)	95.97	79.56	96.62	106.6	139.0	N/A	N/A	N/A	N/A
Real Gross Domestic Product (billions 2000 \$)	\$10,842	\$10,398	\$10,083	\$9,867	\$9,817	4.3%	3.1%	2.2%	0.5%
Per Capita Disposable Personal Income	\$27,236	\$26,788	\$26,356	\$25,652	\$25,472	1.7%	1.6%	2.7%	0.7%
Per Capita Personal Consumption Expenditure	\$25,964	\$25,302	\$24,773	\$24,196	\$23,862	2.6%	2.1%	2.4%	1.4%
Consumer Price Index (base: 1982-1984=100)	188.9	184.0	179.9	177.2	172.3	2.7%	2.3%	1.5%	2.8%
Travel Price Index	210.2	201.1	196.8	196.9	194.8	4.5%	2.2%	-0.1%	1.1%
Unemployment Rate	5.5%	6.0%	5.7%	4.8%	4.0%	N/A	N/A	N/A	N/A

Source:

Economic Indicators - Department of Commerce Bureau of Economic Analysis

Travel Price Index - Travel Industry Association of America (TIA)

Consumer Confidence Index - Consumer Confidence Survey

Note: All Dollar entries are annual total. Non Dollar entries are monthly amounts averaged over the relevant period.

**Table 2: Economy in Review - U.S. Volume and Direct Spending**

	YE 2004	YE 2003	YE 2002	YE 2001	YE 2000	% change			
						04/03	03/02	02/01	01/00
<b>Hotel Room Night Volume (millions)</b>									
Total	923.1	884.0	869.2	865.2	896.8	4.4%	1.7%	0.5%	-3.5%
Business	460.9	454.1	461.2	484.0	498.3	1.5%	-1.6%	-4.7%	-2.9%
Leisure	462.2	429.9	408.0	381.3	398.5	7.5%	5.4%	7.0%	-4.3%
<b>Stays Volume (millions)</b>									
Total	1346.2	1301.8	1267.2	1267.9	1282.3	3.4%	2.7%	-0.1%	-1.1%
Day	679.8	659.9	651.8	649.7	648.2	3.0%	1.2%	0.3%	0.2%
Overnight	666.5	641.9	615.4	618.2	634.1	3.8%	4.3%	-0.5%	-2.5%
Overnight Business	211.8	204.9	206.3	213.8	222.5	3.4%	-0.7%	-3.5%	-3.9%
Overnight Leisure	454.7	437.0	409.1	404.4	411.6	4.1%	6.8%	1.2%	-1.8%
<b>Person Trips Volume (millions)</b>									
Total	2903.0	2796.7	2684.5	2651.4	2649.4	3.8%	4.2%	1.2%	0.1%
Day	1474.1	1428.3	1385.9	1364.8	1334.3	3.2%	3.1%	1.5%	2.3%
Overnight	1428.9	1368.4	1298.5	1286.6	1315.1	4.4%	5.4%	0.9%	-2.2%
Overnight Business	325.5	310.2	309.9	315.9	332.2	4.9%	0.1%	-1.9%	-4.9%
Overnight Leisure	1103.4	1058.2	988.6	970.7	982.9	4.3%	7.0%	1.8%	-1.2%
<b>Person Days Volume (millions)</b>									
Total	6430.6	6179.7	5903.7	5850.2	5943.7	4.1%	4.7%	0.9%	-1.6%
Day	1105.6	1071.2	1039.5	1023.6	1000.7	3.2%	3.1%	1.5%	2.3%
Overnight	5325.0	5108.5	4864.3	4826.6	4943.0	4.2%	5.0%	0.8%	-2.4%
Overnight Business	1199.6	1126.2	1127.1	1142.9	1211.4	6.5%	-0.1%	-1.4%	-5.7%
Overnight Leisure	4125.3	3982.3	3737.1	3683.7	3731.6	3.6%	6.6%	1.5%	-1.3%
<b>U.S. Travel Spending (millions)</b>									
Total	\$679,003	\$624,847	\$587,485	\$567,922	\$600,523	8.7%	6.4%	3.4%	-5.4%
Day	\$119,639	\$105,611	\$102,104	\$91,798	\$91,109	13.3%	3.4%	11.2%	0.8%
Overnight	\$559,364	\$519,236	\$485,381	\$476,124	\$509,414	7.7%	7.0%	1.9%	-6.5%
Overnight Business	\$165,476	\$157,290	\$157,768	\$162,081	\$172,198	5.2%	-0.3%	-2.7%	-5.9%
Overnight Leisure	\$393,887	\$361,946	\$327,613	\$314,043	\$337,216	8.8%	10.5%	4.3%	-6.9%

Source: DKS&Associates Directions

**California Year End 2004 Data Table Banner Point Definitions**

**California Travel**

	<u>Total US</u>	<u>Total</u>	<u>Busns</u>	<u>Leisr</u>	<u>Rsdnt</u>	<u>Non-Rsdnt</u>	<u>Leisr Rsdnt</u>	<u>Leisr N-Res</u>
--	-----------------	--------------	--------------	--------------	--------------	------------------	--------------------	--------------------

<b>Total U.S.</b>	Total domestic travel with the U.S.
<b>Total</b>	Total domestic travel to and within California
<b>Busns</b>	Domestic business travel to and within California
<b>Leisr</b>	Domestic leisure travel to and within California
<b>Rsdnt</b>	Domestic travel within California by California residents
<b>Non-Rsdnt</b>	Domestic travel to California by non-residents
<b>Leisr Rsdnt</b>	Domestic leisure travel within California by California residents
<b>Leisr N-Res</b>	Domestic leisure travel to California by non-residents

"\*" indicates the finding is less than 1%

"-" indicates the finding does not apply

**U.S. Travel Volume**  
**Person-Trips Based (in millions)**

	<i>% Change</i>						
	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>	<b>04/03</b>	<b>03/02</b>	<b>02/01</b>
<b>Total</b>	2,903.0	2,796.7	2,684.5	2,651.4	3.8%	4.2%	1.2%
<b>Business</b>	725.6	714.8	714.4	709.5	1.5%	0.1%	0.7%
<b>Leisure</b>	2,177.4	2,081.9	1,970.1	1,941.9	4.6%	5.7%	1.5%

**California Travel Volume & Market Share**  
**Person-Trips Based (in millions)**

	<b>2004</b>		<i>% Change</i>	<b>2003</b>		<b>2002</b>		<b>2001</b>	
	Volume	Share		<b>04/03</b>	Volume	Share	Volume	Share	Volume
<b>Total</b>	314.3	10.79%	4.8%	299.9	10.66%	309.4	11.47%	307.7	11.50%
<b>Business</b>	86.3	11.67%	12.5%	76.7	10.69%	85.4	11.79%	84.5	11.77%
<b>Leisure</b>	228.0	10.50%	2.1%	223.3	10.64%	224.0	11.35%	223.3	11.40%
			<u>Share of U.S. Segment</u>						
<b>Resident</b>	265.7	n/a*	4.3%	254.6	9.05%	265.3	9.85%	265.7	9.91%
<b>Resident Leisure</b>	195.0	n/a*	1.7%	191.8	6.78%	195.4	7.26%	195.6	7.30%
<b>Non-Resident</b>	48.6	n/a*	7.3%	45.3	1.61%	44.1	1.62%	42.1	1.59%
<b>Non-Resident Leisure</b>	33.0	n/a*	5.1%	31.4	1.11%	28.6	1.05%	27.6	1.04%
			<u>Share of Total U.S. Travel</u>						

*DKS&A is committed to using the best available data sources at the time of publishing. As a result, historical numbers may change due to improved methodologies and additional data input.*

\*n/a - data not purchased in 2004.

*California Year End 2004*

## **CALIFORNIA SHARE OF U.S. TRAVEL**

Person-Trips Based

### **U.S. Travel**

	<b>Total</b> <hr/> (%)	<b>Business</b> <hr/> (%)	<b>Leisure</b> <hr/> (%)
Unweighted 2004 Stay Base	99040	26300	72740
Unweighted 2003 Stay Base	112320	29979	82341
Unweighted 2002 Stay Base	127986	34745	93241
Unweighted 2001 Stay Base	143392	37890	105502
Weighted 2004 Stay Base	286582	72449	214133
Weighted 2003 Stay Base	277743	72052	205690
Weighted 2002 Stay Base	268239	72070	196170
Weighted 2001 Stay Base	258503	69354	189150
<b>California</b>			
2004	10.79	11.67	10.50
2003	10.66	10.69	10.64
2002	11.47	11.79	11.35
2001	11.50	11.77	11.40

**TOP DESTINATION STATES**  
Person-Trips Based

**California Travel**

	<b>Total U.S.</b> (%)	<b>California Travel</b>						
		<b>Total</b> (%)	<b>Busns</b> (%)	<b>Leisr</b> (%)	<b>Rsdnt</b> (%)	<b>Non- Rsdnt</b> (%)	<b>Leisr Rsdnt</b> (%)	<b>Leisr N-Res</b> (%)
Unweighted 2004 Stay Base	99034	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112312	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127950	12292	3567	8725	8824	3468	6459	2266
Unweighted 2001 Stay Base	143299	14313	4187	10126	10327	3986	7514	2612
Weighted 2004 Stay Base	286564	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277738	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268171	30771	8498	22274	26421	4351	19469	2804
Weighted 2001 Stay Base	258489	29732	8164	21569	25612	4120	18872	2696
<b>California</b>								
2004	10.79	100.00	100.00	100.00	100.00	100.00	100.00	100.00
2003	10.66	100.00	100.00	100.00	100.00	100.00	100.00	100.00
2002	11.47	100.00	100.00	100.00	100.00	100.00	100.00	100.00
2001	11.50	100.00	100.00	100.00	100.00	100.00	100.00	100.00
<b>Texas</b>								
2004	6.66	-	-	-	-	-	-	-
2003	6.74	-	-	-	-	-	-	-
2002	7.07	-	-	-	-	-	-	-
2001	6.81	-	-	-	-	-	-	-
<b>Florida</b>								
2004	6.63	-	-	-	-	-	-	-
2003	6.68	-	-	-	-	-	-	-
2002	6.45	-	-	-	-	-	-	-
2001	5.81	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>New York</b>								
2004	4.59	-	-	-	-	-	-	-
2003	4.58	-	-	-	-	-	-	-
2002	4.52	-	-	-	-	-	-	-
2001	4.54	-	-	-	-	-	-	-
<b>Pennsylvania</b>								
2004	4.54	-	-	-	-	-	-	-
2003	4.54	-	-	-	-	-	-	-
2002	4.48	-	-	-	-	-	-	-
2001	4.38	-	-	-	-	-	-	-
<b>Ohio</b>								
2004	3.71	-	-	-	-	-	-	-
2003	3.87	-	-	-	-	-	-	-
2002	3.45	-	-	-	-	-	-	-
2001	3.67	-	-	-	-	-	-	-
<b>North Carolina</b>								
2004	3.33	-	-	-	-	-	-	-
2003	3.40	-	-	-	-	-	-	-
2002	3.27	-	-	-	-	-	-	-
2001	3.22	-	-	-	-	-	-	-

## TOP DESTINATION STATES

Person-Trips Based

### California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Michigan</b>								
2004	3.31	-	-	-	-	-	-	-
2003	3.35	-	-	-	-	-	-	-
2002	3.47	-	-	-	-	-	-	-
2001	3.30	-	-	-	-	-	-	-
<b>Illinois</b>								
2004	3.11	-	-	-	-	-	-	-
2003	3.06	-	-	-	-	-	-	-
2002	3.07	-	-	-	-	-	-	-
2001	3.21	-	-	-	-	-	-	-
<b>Missouri</b>								
2004	2.82	-	-	-	-	-	-	-
2003	2.70	-	-	-	-	-	-	-
2002	2.82	-	-	-	-	-	-	-
2001	2.62	-	-	-	-	-	-	-
<b>Tennessee</b>								
2004	2.63	-	-	-	-	-	-	-
2003	2.30	-	-	-	-	-	-	-
2002	2.49	-	-	-	-	-	-	-
2001	2.50	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Wisconsin</b>								
2004	2.52	-	-	-	-	-	-	-
2003	2.50	-	-	-	-	-	-	-
2002	2.55	-	-	-	-	-	-	-
2001	2.66	-	-	-	-	-	-	-
<b>Virginia</b>								
2004	2.51	-	-	-	-	-	-	-
2003	2.47	-	-	-	-	-	-	-
2002	2.45	-	-	-	-	-	-	-
2001	2.46	-	-	-	-	-	-	-
<b>New Jersey</b>								
2004	2.37	-	-	-	-	-	-	-
2003	2.41	-	-	-	-	-	-	-
2002	2.15	-	-	-	-	-	-	-
2001	2.26	-	-	-	-	-	-	-
<b>Georgia</b>								
2004	2.33	-	-	-	-	-	-	-
2003	2.54	-	-	-	-	-	-	-
2002	2.45	-	-	-	-	-	-	-
2001	2.66	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Nevada</b>								
2004	2.07	-	-	-	-	-	-	-
2003	2.09	-	-	-	-	-	-	-
2002	1.92	-	-	-	-	-	-	-
2001	1.99	-	-	-	-	-	-	-
<b>Indiana</b>								
2004	2.02	-	-	-	-	-	-	-
2003	2.19	-	-	-	-	-	-	-
2002	2.15	-	-	-	-	-	-	-
2001	2.19	-	-	-	-	-	-	-
<b>Minnesota</b>								
2004	1.87	-	-	-	-	-	-	-
2003	1.62	-	-	-	-	-	-	-
2002	1.76	-	-	-	-	-	-	-
2001	1.59	-	-	-	-	-	-	-
<b>South Carolina</b>								
2004	1.84	-	-	-	-	-	-	-
2003	1.71	-	-	-	-	-	-	-
2002	1.60	-	-	-	-	-	-	-
2001	1.57	-	-	-	-	-	-	-

## TOP DESTINATION STATES

Person-Trips Based

### California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Arizona</b>								
2004	1.69	-	-	-	-	-	-	-
2003	1.80	-	-	-	-	-	-	-
2002	1.87	-	-	-	-	-	-	-
2001	1.79	-	-	-	-	-	-	-
<b>Massachusetts</b>								
2004	1.67	-	-	-	-	-	-	-
2003	1.53	-	-	-	-	-	-	-
2002	1.74	-	-	-	-	-	-	-
2001	1.68	-	-	-	-	-	-	-
<b>Washington</b>								
2004	1.62	-	-	-	-	-	-	-
2003	1.65	-	-	-	-	-	-	-
2002	1.63	-	-	-	-	-	-	-
2001	1.78	-	-	-	-	-	-	-
<b>Colorado</b>								
2004	1.61	-	-	-	-	-	-	-
2003	1.74	-	-	-	-	-	-	-
2002	1.76	-	-	-	-	-	-	-
2001	1.63	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Oregon</b>								
2004	1.53	-	-	-	-	-	-	-
2003	1.52	-	-	-	-	-	-	-
2002	1.39	-	-	-	-	-	-	-
2001	1.62	-	-	-	-	-	-	-
<b>Oklahoma</b>								
2004	1.50	-	-	-	-	-	-	-
2003	1.38	-	-	-	-	-	-	-
2002	1.31	-	-	-	-	-	-	-
2001	1.41	-	-	-	-	-	-	-
<b>Louisiana</b>								
2004	1.45	-	-	-	-	-	-	-
2003	1.33	-	-	-	-	-	-	-
2002	1.42	-	-	-	-	-	-	-
2001	1.52	-	-	-	-	-	-	-
<b>Kentucky</b>								
2004	1.41	-	-	-	-	-	-	-
2003	1.47	-	-	-	-	-	-	-
2002	1.39	-	-	-	-	-	-	-
2001	1.42	-	-	-	-	-	-	-

## TOP DESTINATION STATES

Person-Trips Based

### California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Alabama</b>								
2004	1.35	-	-	-	-	-	-	-
2003	1.34	-	-	-	-	-	-	-
2002	1.32	-	-	-	-	-	-	-
2001	1.51	-	-	-	-	-	-	-
<b>Maryland</b>								
2004	1.28	-	-	-	-	-	-	-
2003	1.27	-	-	-	-	-	-	-
2002	1.28	-	-	-	-	-	-	-
2001	1.37	-	-	-	-	-	-	-
<b>Iowa</b>								
2004	1.21	-	-	-	-	-	-	-
2003	1.35	-	-	-	-	-	-	-
2002	1.38	-	-	-	-	-	-	-
2001	1.25	-	-	-	-	-	-	-
<b>Kansas</b>								
2004	1.19	-	-	-	-	-	-	-
2003	1.23	-	-	-	-	-	-	-
2002	1.13	-	-	-	-	-	-	-
2001	1.06	-	-	-	-	-	-	-

## TOP DESTINATION STATES

Person-Trips Based

### California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Utah</b>								
2004	1.19	-	-	-	-	-	-	-
2003	1.06	-	-	-	-	-	-	-
2002	1.10	-	-	-	-	-	-	-
2001	1.09	-	-	-	-	-	-	-
<b>Mississippi</b>								
2004	1.06	-	-	-	-	-	-	-
2003	1.09	-	-	-	-	-	-	-
2002	1.23	-	-	-	-	-	-	-
2001	1.34	-	-	-	-	-	-	-
<b>Connecticut</b>								
2004	0.97	-	-	-	-	-	-	-
2003	0.93	-	-	-	-	-	-	-
2002	0.94	-	-	-	-	-	-	-
2001	0.79	-	-	-	-	-	-	-
<b>Arkansas</b>								
2004	0.94	-	-	-	-	-	-	-
2003	1.17	-	-	-	-	-	-	-
2002	0.94	-	-	-	-	-	-	-
2001	1.09	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>West Virginia</b>								
2004	0.90	-	-	-	-	-	-	-
2003	0.86	-	-	-	-	-	-	-
2002	0.91	-	-	-	-	-	-	-
2001	0.78	-	-	-	-	-	-	-
<b>Idaho</b>								
2004	0.87	-	-	-	-	-	-	-
2003	0.80	-	-	-	-	-	-	-
2002	0.86	-	-	-	-	-	-	-
2001	0.88	-	-	-	-	-	-	-
<b>Nebraska</b>								
2004	0.87	-	-	-	-	-	-	-
2003	0.79	-	-	-	-	-	-	-
2002	0.84	-	-	-	-	-	-	-
2001	0.83	-	-	-	-	-	-	-
<b>New Mexico</b>								
2004	0.87	-	-	-	-	-	-	-
2003	0.88	-	-	-	-	-	-	-
2002	0.83	-	-	-	-	-	-	-
2001	0.84	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Maine</b>								
2004	0.74	-	-	-	-	-	-	-
2003	0.81	-	-	-	-	-	-	-
2002	0.82	-	-	-	-	-	-	-
2001	0.88	-	-	-	-	-	-	-
<b>New Hampshire</b>								
2004	0.61	-	-	-	-	-	-	-
2003	0.69	-	-	-	-	-	-	-
2002	0.58	-	-	-	-	-	-	-
2001	0.74	-	-	-	-	-	-	-
<b>Montana</b>								
2004	0.56	-	-	-	-	-	-	-
2003	0.56	-	-	-	-	-	-	-
2002	0.50	-	-	-	-	-	-	-
2001	0.56	-	-	-	-	-	-	-
<b>District of Columbia</b>								
2004	0.49	-	-	-	-	-	-	-
2003	0.53	-	-	-	-	-	-	-
2002	0.55	-	-	-	-	-	-	-
2001	0.56	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Delaware</b>								
2004	0.48	-	-	-	-	-	-	-
2003	0.48	-	-	-	-	-	-	-
2002	0.41	-	-	-	-	-	-	-
2001	0.41	-	-	-	-	-	-	-
<b>South Dakota</b>								
2004	0.48	-	-	-	-	-	-	-
2003	0.55	-	-	-	-	-	-	-
2002	0.45	-	-	-	-	-	-	-
2001	0.50	-	-	-	-	-	-	-
<b>Wyoming</b>								
2004	0.43	-	-	-	-	-	-	-
2003	0.45	-	-	-	-	-	-	-
2002	0.43	-	-	-	-	-	-	-
2001	0.40	-	-	-	-	-	-	-
<b>North Dakota</b>								
2004	0.40	-	-	-	-	-	-	-
2003	0.44	-	-	-	-	-	-	-
2002	0.43	-	-	-	-	-	-	-
2001	0.48	-	-	-	-	-	-	-

# TOP DESTINATION STATES

Person-Trips Based

## California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Vermont</b>								
2004	0.36	-	-	-	-	-	-	-
2003	0.34	-	-	-	-	-	-	-
2002	0.39	-	-	-	-	-	-	-
2001	0.36	-	-	-	-	-	-	-
<b>Rhode Island</b>								
2004	0.30	-	-	-	-	-	-	-
2003	0.30	-	-	-	-	-	-	-
2002	0.27	-	-	-	-	-	-	-
2001	0.28	-	-	-	-	-	-	-
<b>Hawaii</b>								
2004	0.18	-	-	-	-	-	-	-
2003	0.19	-	-	-	-	-	-	-
2002	0.16	-	-	-	-	-	-	-
2001	0.14	-	-	-	-	-	-	-
<b>Alaska</b>								
2004	0.12	-	-	-	-	-	-	-
2003	0.11	-	-	-	-	-	-	-
2002	0.12	-	-	-	-	-	-	-
2001	0.09	-	-	-	-	-	-	-

**CALIFORNIA DESTINATION MSAs\***  
Person-Trips Based

**California Travel**

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
Unweighted 2004 Stay Base	74288	8953	2584	6369	6438	2515	4756	1613
Unweighted 2003 Stay Base	86049	10202	2843	7359	7433	2769	5516	1843
Unweighted 2002 Stay Base	97530	11302	3358	7944	8027	3275	5825	2119
Unweighted 2001 Stay Base	108855	13143	3959	9184	9408	3735	6767	2417
Weighted 2004 Stay Base	212755	28519	7913	20605	24097	4422	17607	2999
Weighted 2003 Stay Base	210220	27425	7227	20198	23271	4154	17341	2857
Weighted 2002 Stay Base	204595	28333	8010	20324	24268	4065	17706	2618
Weighted 2001 Stay Base	197455	27632	7809	19823	23757	3876	17331	2492
<b>Los Angeles-Long Beach-Glendale, CA MD</b>								
2004	2.29	17.05	22.24	15.05	16.02	22.67	14.36	19.14
2003	2.19	16.81	22.46	14.79	15.66	23.23	13.89	20.23
2002	2.36	17.06	21.84	15.17	15.86	24.21	14.26	21.31
2001	2.35	16.78	22.02	14.72	15.65	23.73	13.64	22.20
<b>San Diego-Carlsbad-San Marcos, CA MSA</b>								
2004	1.81	13.49	13.69	13.41	12.62	18.24	12.71	17.57
2003	1.72	13.19	13.61	13.04	12.01	19.81	12.11	18.69
2002	1.80	13.03	13.21	12.95	12.14	18.31	11.96	19.70
2001	1.83	13.05	13.30	12.96	12.15	18.60	12.23	17.98
<b>Riverside-San Bernardino-Ontario, CA MSA</b>								
2004	1.31	9.80	7.97	10.51	9.78	9.93	10.09	12.97
2003	1.27	9.70	7.39	10.53	10.29	6.39	10.99	7.72
2002	1.32	9.50	7.28	10.38	10.14	5.68	10.89	6.94
2001	1.33	9.54	7.03	10.53	9.98	6.86	10.95	7.56

\* Note: DKS&Associates' California Destination MSA definitions are based on December 2003 U.S. Census.

Please note California's statistical areas and counties map in the appendix for further reference.

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# CALIFORNIA DESTINATION MSAs

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Santa Ana-Anaheim-Irvine, CA MD</b>								
2004	1.20	8.98	5.45	10.33	8.82	9.85	10.09	11.77
2003	1.15	8.78	4.98	10.14	8.91	8.03	10.22	9.65
2002	1.25	9.05	5.82	10.33	9.20	8.18	10.25	10.83
2001	1.22	8.72	5.40	10.03	8.92	7.54	10.16	9.13
<b>San Francisco-San Mateo-Redwood City, CA MD</b>								
2004	1.16	8.65	9.86	8.18	7.84	13.04	7.64	11.41
2003	1.11	8.51	9.09	8.30	7.81	12.43	7.59	12.62
2002	1.21	8.75	9.49	8.46	8.08	12.77	8.14	10.64
2001	1.19	8.54	8.73	8.46	7.58	14.42	7.67	13.98
<b>Sacramento-Arden-Arcade-Roseville, CA MSA</b>								
2004	1.06	7.87	8.56	7.61	8.18	6.19	7.74	6.81
2003	1.06	8.12	8.01	8.16	8.31	7.06	8.21	7.88
2002	1.17	8.43	8.83	8.27	8.36	8.85	8.17	8.96
2001	1.07	7.68	8.07	7.52	7.87	6.51	7.56	7.26
<b>Oakland-Fremont-Hayward, CA MD</b>								
2004	0.51	3.81	5.55	3.15	4.19	1.75	3.43	1.49
2003	0.48	3.71	5.49	3.08	3.60	4.32	2.91	4.12
2002	0.51	3.69	5.41	3.01	3.61	4.13	3.05	2.69
2001	0.53	3.79	5.58	3.08	3.74	4.06	3.11	2.90

# CALIFORNIA DESTINATION MSAs

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>San Jose-Sunnyvale-Santa Clara, CA MSA</b>								
2004	0.48	3.60	4.55	3.23	3.44	4.48	3.19	3.51
2003	0.52	4.00	5.39	3.50	3.91	4.48	3.57	3.09
2002	0.54	3.93	5.38	3.36	3.78	4.88	3.34	3.54
2001	0.58	4.13	5.57	3.56	3.85	5.86	3.38	4.84
<b>Santa Barbara-Santa Maria-Goleta, CA MSA</b>								
2004	0.42	3.17	3.39	3.09	3.54	1.17	3.45	0.97
2003	0.46	3.50	3.94	3.34	3.87	1.44	3.62	1.66
2002	0.47	3.41	3.58	3.35	3.74	1.50	3.60	1.64
2001	0.46	3.28	2.90	3.42	3.48	2.03	3.59	2.31
<b>Salinas, CA MSA</b>								
2004	0.34	2.51	1.52	2.90	2.73	1.36	3.15	1.37
2003	0.34	2.60	1.93	2.85	2.74	1.82	2.98	2.02
2002	0.36	2.57	1.64	2.93	2.76	1.45	3.08	1.91
2001	0.37	2.65	1.74	3.01	2.87	1.31	3.24	1.43
<b>San Luis Obispo-Paso Robles, CA MSA</b>								
2004	0.34	2.51	2.62	2.46	2.80	0.89	2.66	1.31
2003	0.33	2.51	2.48	2.52	2.82	0.75	2.79	0.87
2002	0.34	2.45	2.39	2.48	2.71	0.90	2.75	0.65
2001	0.34	2.43	2.39	2.44	2.73	0.56	2.69	0.74

# CALIFORNIA DESTINATION MSAs

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Santa Rosa-Petaluma, CA MSA</b>								
2004	0.31	2.35	2.00	2.48	2.61	0.92	2.80	0.65
2003	0.29	2.26	1.53	2.52	2.41	1.40	2.69	1.48
2002	0.31	2.26	1.91	2.40	2.44	1.18	2.54	1.49
2001	0.33	2.37	1.98	2.52	2.59	0.97	2.71	1.22
<b>Bakersfield, CA MSA</b>								
2004	0.28	2.07	2.75	1.82	2.26	1.06	1.95	1.05
2003	0.29	2.22	3.40	1.80	2.34	1.60	1.90	1.21
2002	0.29	2.10	3.02	1.75	2.28	1.08	1.81	1.29
2001	0.33	2.32	3.40	1.90	2.41	1.76	1.92	1.73
<b>Vallejo-Fairfield, CA MSA</b>								
2004	0.25	1.83	1.17	2.08	1.96	1.13	2.29	0.88
2003	0.27	2.09	0.91	2.51	2.27	1.08	2.66	1.58
2002	0.21	1.54	1.06	1.73	1.70	0.62	1.85	0.97
2001	0.25	1.78	0.35	2.34	1.99	0.49	2.58	0.66
<b>Fresno, CA MSA</b>								
2004	0.24	1.79	2.16	1.65	2.01	0.60	1.87	0.37
2003	0.24	1.81	2.33	1.62	2.01	0.64	1.76	0.78
2002	0.24	1.74	2.26	1.53	1.91	0.72	1.70	0.43
2001	0.23	1.62	1.98	1.47	1.74	0.83	1.56	0.89

# CALIFORNIA DESTINATION MSAs

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Santa Cruz-Watsonville, CA MSA</b>								
2004	0.20	1.48	0.40	1.90	1.70	0.29	2.15	0.40
2003	0.20	1.52	0.46	1.90	1.72	0.39	2.15	0.37
2002	0.20	1.47	0.42	1.89	1.66	0.38	2.11	0.40
2001	0.22	1.54	0.72	1.87	1.72	0.42	2.06	0.55
<b>Stockton, CA MSA</b>								
2004	0.18	1.33	1.18	1.38	1.33	1.31	1.41	1.26
2003	0.17	1.31	1.27	1.33	1.45	0.55	1.45	0.60
2002	0.18	1.28	1.18	1.31	1.32	0.99	1.31	1.34
2001	0.20	1.41	1.37	1.43	1.54	0.65	1.55	0.56
<b>Napa, CA MSA</b>								
2004	0.16	1.23	0.40	1.54	1.34	0.63	1.66	0.88
2003	0.13	1.03	0.84	1.10	1.09	0.70	1.17	0.62
2002	0.21	1.52	0.65	1.86	1.61	0.96	1.96	1.17
2001	0.16	1.16	1.24	1.13	1.26	0.56	1.20	0.60
<b>Oxnard-Thousand Oaks-Ventura, CA MSA</b>								
2004	0.15	1.10	0.32	1.40	1.13	0.90	1.41	1.29
2003	0.15	1.19	0.60	1.39	1.29	0.61	1.51	0.68
2002	0.17	1.21	0.51	1.49	1.34	0.46	1.64	0.53
2001	0.17	1.25	0.60	1.50	1.38	0.47	1.64	0.56

# CALIFORNIA DESTINATION MSAs

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		<b>Total</b> (%)	<b>Busns</b> (%)	<b>Leisr</b> (%)	<b>Rsdnt</b> (%)	<b>Non- Rsdnt</b> (%)	<b>Leisr Rsdnt</b> (%)	<b>Leisr N-Res</b> (%)
<b>Merced, CA MSA</b>								
2004	0.14	1.06	0.73	1.19	1.18	0.44	1.30	0.55
2003	0.13	1.01	0.48	1.20	1.12	0.36	1.33	0.36
2002	0.14	1.02	0.44	1.24	1.10	0.52	1.33	0.66
2001	0.15	1.08	0.67	1.24	1.18	0.45	1.33	0.62
<b>Modesto, CA MSA</b>								
2004	0.14	1.06	1.76	0.79	1.21	0.25	0.88	0.32
2003	0.13	1.01	1.55	0.81	1.01	0.98	0.74	1.24
2002	0.13	0.94	1.40	0.76	1.04	0.37	0.79	0.55
2001	0.14	1.01	1.54	0.80	1.11	0.38	0.84	0.57
<b>Redding, CA MSA</b>								
2004	0.10	0.73	0.40	0.86	0.75	0.63	0.84	0.92
2003	0.09	0.71	0.51	0.78	0.72	0.65	0.77	0.81
2002	0.09	0.65	0.55	0.69	0.61	0.87	0.65	0.96
2001	0.10	0.73	0.60	0.78	0.72	0.80	0.75	0.95
<b>Visalia-Porterville, CA MSA</b>								
2004	0.10	0.73	0.23	0.92	0.68	0.95	0.86	1.22
2003	0.10	0.74	0.47	0.84	0.82	0.32	0.90	0.46
2002	0.10	0.75	0.51	0.85	0.82	0.35	0.90	0.48
2001	0.11	0.79	0.38	0.96	0.88	0.25	1.05	0.33

**CALIFORNIA DESTINATION MSAs**  
Person-Trips Based

**California Travel**

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Chico, CA MSA</b>								
2004	0.09	0.67	0.45	0.75	0.74	0.25	0.81	0.37
2003	0.11	0.81	0.60	0.88	0.87	0.43	0.93	0.54
2002	0.08	0.58	0.51	0.61	0.63	0.32	0.63	0.49
2001	0.13	0.95	0.86	0.99	1.07	0.22	1.10	0.21
<b>Yuba City, CA MSA</b>								
2004	0.05	0.38	0.18	0.46	0.29	0.90	0.32	1.29
2003	0.01	0.08	-	0.10	0.07	0.09	0.10	0.14
2002	0.04	0.29	0.38	0.26	0.32	0.12	0.28	0.17
2001	0.02	0.16	0.09	0.18	0.17	0.09	0.20	0.10
<b>El Centro, CA MSA</b>								
2004	0.04	0.33	0.35	0.32	0.38	0.06	0.36	0.08
2003	0.05	0.38	0.13	0.46	0.45	-	0.54	-
2002	0.03	0.19	0.09	0.23	0.22	0.04	0.26	0.04
2001	0.04	0.29	0.45	0.24	0.33	0.07	0.27	0.02
<b>Madera, CA MSA</b>								
2004	0.04	0.29	0.01	0.39	0.32	0.11	0.43	0.17
2003	0.04	0.33	0.09	0.41	0.33	0.33	0.41	0.44
2002	0.04	0.32	0.13	0.40	0.36	0.13	0.43	0.19
2001	0.05	0.33	0.18	0.39	0.37	0.08	0.43	0.09
<b>Hanford-Corcoran, CA MSA</b>								
2004	0.02	0.14	0.13	0.14	0.16	*	0.16	-
2003	0.01	0.09	0.04	0.11	0.09	0.11	0.11	0.16
2002	0.03	0.24	0.10	0.29	0.28	0.02	0.33	0.03
2001	0.09	0.62	0.86	0.52	0.71	0.04	0.60	-

*California Year End 2004*

## **MARKET SHARE - CALIFORNIA AND COMPETING STATES**

Person-Trips Based

### **U.S. Travel**

	<b>Total</b> (%)	<b>Business</b> (%)	<b>Leisure</b> (%)
Unweighted 2004 Stay Base	99040	26300	72740
Unweighted 2003 Stay Base	112320	29979	82341
Unweighted 2002 Stay Base	127986	34745	93241
Unweighted 2001 Stay Base	143392	37890	105502
Weighted 2004 Stay Base	286582	72449	214133
Weighted 2003 Stay Base	277743	72052	205690
Weighted 2002 Stay Base	268239	72070	196170
Weighted 2001 Stay Base	258503	69354	189150
<b>California</b>			
2004	10.79	11.67	10.50
2003	10.66	10.69	10.64
2002	11.47	11.79	11.35
2001	11.50	11.77	11.40
<b>Competitive Set (Net)</b>			
2004	24.00	23.94	24.02
2003	24.30	24.58	24.20
2002	24.39	24.68	24.29
2001	23.27	23.72	23.11

**MARKET SHARE - CALIFORNIA AND COMPETING STATES**  
Person-Trips Based

**U.S. Travel**

	<b>Total</b> (%)	<b>Business</b> (%)	<b>Leisure</b> (%)
<b>Texas</b>			
2004	6.66	6.95	6.56
2003	6.74	7.58	6.45
2002	7.07	8.27	6.63
2001	6.81	7.98	6.38
<b>Florida</b>			
2004	6.63	6.53	6.67
2003	6.68	6.29	6.82
2002	6.45	5.59	6.76
2001	5.81	5.25	6.02
<b>New York</b>			
2004	4.59	4.65	4.58
2003	4.58	4.38	4.65
2002	4.52	4.25	4.61
2001	4.54	4.62	4.50
<b>Virginia</b>			
2004	2.51	2.81	2.41
2003	2.47	2.81	2.35
2002	2.45	2.84	2.31
2001	2.45	2.53	2.43

**MARKET SHARE - CALIFORNIA AND COMPETING STATES**  
Person-Trips Based

**U.S. Travel**

	<b>Total</b> (%)	<b>Business</b> (%)	<b>Leisure</b> (%)
<b>Arizona</b>			
2004	1.69	1.59	1.73
2003	1.80	1.65	1.86
2002	1.87	1.94	1.85
2001	1.79	1.87	1.75
<b>Colorado</b>			
2004	1.61	1.28	1.72
2003	1.74	1.71	1.75
2002	1.76	1.59	1.82
2001	1.63	1.37	1.73
<b>Hawaii</b>			
2004	0.18	0.09	0.21
2003	0.19	0.12	0.21
2002	0.16	0.10	0.18
2001	0.14	0.07	0.17
<b>Alaska</b>			
2004	0.12	0.03	0.14
2003	0.11	0.04	0.13
2002	0.12	0.10	0.13
2001	0.09	0.03	0.12

**PAID ACCOMMODATION MARKET SHARE  
CALIFORNIA AND COMPETING STATES**  
Room-Nights Based

**U.S. Travel**

	<b>Total</b>	<b>Business</b>	<b>Leisure</b>
	(%)	(%)	(%)
Unweighted 2004 Stay Base	48102	16391	31711
Unweighted 2003 Stay Base	52124	17624	34500
Unweighted 2002 Stay Base	61042	20839	40203
Unweighted 2001 Stay Base	67349	23108	44241
Weighted 2004 Stay Base	121188	52679	68510
Weighted 2003 Stay Base	115585	51435	64149
Weighted 2002 Stay Base	114617	53253	61364
Weighted 2001 Stay Base	111857	55860	55996
<b>California</b>			
2004	10.44	11.31	9.76
2003	10.30	11.24	9.54
2002	10.20	11.17	9.35
2001	10.28	10.96	9.60
<b>Competitive Set (Net)</b>			
2004	28.28	25.49	30.42
2003	28.30	25.62	30.46
2002	28.06	25.58	30.21
2001	28.29	25.72	30.85

**PAID ACCOMMODATION MARKET SHARE  
CALIFORNIA AND COMPETING STATES**  
Room-Nights Based

**U.S. Travel**

	<b>Total</b> (%)	<b>Business</b> (%)	<b>Leisure</b> (%)
<b>Florida</b>			
2004	10.29	6.94	12.87
2003	10.29	6.52	13.31
2002	9.70	6.23	12.72
2001	9.74	6.50	12.96
<b>Texas</b>			
2004	6.06	7.44	5.00
2003	6.43	8.21	5.00
2002	6.20	8.10	4.55
2001	6.44	8.16	4.73
<b>New York</b>			
2004	3.53	3.86	3.27
2003	3.38	3.73	3.10
2002	3.50	3.84	3.21
2001	3.61	3.83	3.38
<b>Virginia</b>			
2004	2.36	2.62	2.16
2003	2.41	2.59	2.26
2002	2.57	2.79	2.38
2001	2.57	2.46	2.67

**PAID ACCOMMODATION MARKET SHARE  
CALIFORNIA AND COMPETING STATES**  
Room-Nights Based

**U.S. Travel**

	<b>Total</b> (%)	<b>Business</b> (%)	<b>Leisure</b> (%)
<b>Colorado</b>			
2004	2.17	2.10	2.23
2003	2.06	2.12	2.01
2002	2.20	2.13	2.26
2001	2.22	2.21	2.23
<b>Arizona</b>			
2004	1.97	2.03	1.92
2003	1.99	1.98	1.99
2002	2.00	1.95	2.04
2001	1.99	1.85	2.13
<b>Hawaii</b>			
2004	1.22	0.25	1.96
2003	1.15	0.23	1.88
2002	1.25	0.35	2.02
2001	1.15	0.43	1.87
<b>Alaska</b>			
2004	0.68	0.26	1.00
2003	0.61	0.24	0.90
2002	0.64	0.19	1.03
2001	0.58	0.28	0.89

## **HOTEL/MOTEL ACCOMMODATION MARKET SHARE CALIFORNIA AND COMPETING STATES**

Room-Nights Based

### **U.S. Travel**

	<b>Total</b>	<b>Business</b>	<b>Leisure</b>
	(%)	(%)	(%)
Unweighted 2004 Stay Base	40658	15413	25245
Unweighted 2003 Stay Base	44140	16501	27639
Unweighted 2002 Stay Base	51615	19491	32124
Unweighted 2001 Stay Base	56887	21530	35357
Weighted 2004 Stay Base	96756	48822	47934
Weighted 2003 Stay Base	91902	47587	44315
Weighted 2002 Stay Base	91052	48797	42255
Weighted 2001 Stay Base	90396	51087	39309
<b>California</b>			
2004	10.05	10.75	9.34
2003	10.12	10.97	9.20
2002	10.03	10.80	9.15
2001	10.09	10.70	9.29
<b>Competitive Set (Net)</b>			
2004	27.25	25.49	29.04
2003	27.16	25.53	28.90
2002	27.23	25.40	29.34
2001	26.98	25.03	29.51

**HOTEL/MOTEL ACCOMMODATION MARKET SHARE  
CALIFORNIA AND COMPETING STATES**  
Room-Nights Based

**U.S. Travel**

	<b>Total</b>	<b>Business</b>	<b>Leisure</b>
	(%)	(%)	(%)
<b>Florida</b>			
2004	9.23	6.88	11.62
2003	8.88	6.38	11.57
2002	8.81	6.14	11.88
2001	8.65	6.21	11.83
<b>Texas</b>			
2004	6.54	7.56	5.51
2003	6.82	8.20	5.34
2002	6.90	8.30	5.27
2001	6.96	8.32	5.19
<b>New York</b>			
2004	3.63	3.79	3.46
2003	3.61	3.79	3.42
2002	3.62	3.85	3.35
2001	3.51	3.50	3.54
<b>Virginia</b>			
2004	2.50	2.75	2.23
2003	2.54	2.61	2.46
2002	2.54	2.57	2.50
2001	2.48	2.34	2.65

**HOTEL/MOTEL ACCOMMODATION MARKET SHARE  
CALIFORNIA AND COMPETING STATES**  
Room-Nights Based

**U.S. Travel**

	<b>Total</b> (%)	<b>Business</b> (%)	<b>Leisure</b> (%)
<b>Colorado</b>			
2004	2.16	2.14	2.18
2003	2.13	2.20	2.06
2002	2.13	2.02	2.25
2001	2.20	2.20	2.19
<b>Arizona</b>			
2004	2.05	2.05	2.04
2003	2.07	2.07	2.07
2002	2.03	2.02	2.05
2001	1.97	1.87	2.10
<b>Hawaii</b>			
2004	0.92	0.15	1.70
2003	0.91	0.19	1.69
2002	0.98	0.31	1.74
2001	0.92	0.31	1.71
<b>Alaska</b>			
2004	0.23	0.18	0.28
2003	0.19	0.09	0.29
2002	0.24	0.18	0.30
2001	0.28	0.26	0.30

**AVERAGE EXPENDITURES**(Per Person Per Day)  
Person-Days Based

	<b>Total U.S.</b> (\$)	<b>California Travel</b>						
		Total (\$)	Busns (\$)	Leisr (\$)	Rsdnt (\$)	Non- Rsdnt (\$)	Leisr Rsdnt (\$)	Leisr N-Res (\$)
Unweighted 2004 Stay Base	89555	8979	2542	6437	6604	2375	4923	1514
Unweighted 2003 Stay Base	102443	10097	2756	7341	7444	2653	5556	1785
Unweighted 2002 Stay Base	115918	11221	3269	7952	8104	3117	5928	2024
Unweighted 2001 Stay Base	129520	12945	3831	9114	9419	3526	6801	2313
Weighted 2004 Stay Base	565284	58635	16038	42597	40192	18443	30106	12491
Weighted 2003 Stay Base	549911	55383	14577	40806	37930	17453	28457	12349
Weighted 2002 Stay Base	525313	56012	15402	40611	38893	17119	28973	11637
Weighted 2001 Stay Base	515109	56437	14999	41438	39629	16807	29758	11679
<i>Average (\$1+) including Transportation</i>								
2004	109.7	124.0	150.7	113.9	108.7	157.4	106.1	132.8
2003	103.7	113.4	146.9	101.4	97.7	147.4	92.2	122.5
2002	102.4	115.3	151.8	101.4	99.9	150.3	94.8	118.0
2001	99.7	105.1	147.3	89.8	88.7	143.8	82.2	109.3
<i>Average (\$1+) excluding Transportation</i>								
2004	81.5	91.3	102.4	87.1	86.7	101.3	86.4	88.8
2003	76.9	81.2	96.8	75.6	76.7	90.9	74.2	78.8
2002	76.3	85.3	100.5	79.5	81.6	93.8	79.4	80.0
2001	73.2	76.7	100.2	68.2	70.4	91.4	66.6	72.3
<i>Transportation (\$0+)</i>								
2004	28.2	32.7	48.2	26.8	22.0	56.0	19.7	44.0
2003	26.8	32.2	50.1	25.8	21.0	56.5	18.0	43.7
2002	26.1	30.0	51.4	21.9	18.3	56.6	15.4	38.1
2001	26.6	28.4	47.1	21.7	18.3	52.4	15.6	37.0

**AVERAGE EXPENDITURES**  
 (Per Person Per Day)  
 Person-Days Based

**California Travel**

	<b>Total U.S. (\$)</b>	<b>California Travel</b>						
		<b>Total (\$)</b>	<b>Busns (\$)</b>	<b>Leisr (\$)</b>	<b>Rsdnt (\$)</b>	<b>Non- Rsdnt (\$)</b>	<b>Leisr Rsdnt (\$)</b>	<b>Leisr N-Res (\$)</b>
<b>Food (\$0+)</b>								
2004	24.6	28.5	30.0	28.0	27.9	29.9	28.4	27.0
2003	23.5	26.2	28.4	25.4	25.2	28.3	25.1	26.0
2002	23.1	26.8	29.6	25.8	26.4	27.9	26.2	24.7
2001	22.0	23.6	26.3	22.6	22.5	26.3	22.3	23.4
<b>Room (\$0+)</b>								
2004	16.6	19.2	35.1	13.2	15.2	28.0	12.1	15.9
2003	15.9	18.3	37.4	11.5	15.1	25.3	10.7	13.4
2002	16.3	18.3	36.7	11.3	14.8	26.3	10.6	13.1
2001	16.8	18.9	42.0	10.6	14.6	29.2	10.1	11.9
<b>Shopping (\$0+)</b>								
2004	19.4	20.3	17.4	21.3	21.0	18.7	22.2	19.2
2003	18.3	17.0	14.2	18.1	17.1	16.8	18.4	17.3
2002	17.9	19.4	15.2	21.0	19.9	18.2	21.4	20.1
2001	17.0	16.5	15.5	16.8	16.4	16.6	16.6	17.4
<b>Entertainment (\$0+)</b>								
2004	15.3	17.4	14.1	18.6	17.0	18.1	18.1	19.7
2003	14.1	14.4	10.6	15.8	14.1	15.2	15.3	16.9
2002	13.8	15.3	12.1	16.5	15.2	15.4	16.3	16.8
2001	12.6	12.6	10.2	13.5	12.3	13.4	13.2	14.3
<b>Miscellaneous (\$0+)</b>								
2004	5.7	5.9	5.8	6.0	5.6	6.7	5.6	6.9
2003	5.2	5.2	6.3	4.8	5.1	5.4	4.7	5.1
2002	5.2	5.5	6.7	5.0	5.2	6.0	4.9	5.2
2001	4.8	5.1	6.2	4.6	4.7	6.0	4.4	5.3

**PROPORTION OF TOTAL EXPENDITURES**  
 (Per Person Per Day)  
 Person-Days Based

**California Travel**

	<b>Total U.S.</b>	<b>California Travel</b>						
		<b>Total</b>	<b>Busns</b>	<b>Leisr</b>	<b>Rsdnt</b>	<b>Non- Rsdnt</b>	<b>Leisr Rsdnt</b>	<b>Leisr N-Res</b>
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Unweighted 2004 Stay Base	89555	8979	2542	6437	6604	2375	4923	1514
Unweighted 2003 Stay Base	102443	10097	2756	7341	7444	2653	5556	1785
Unweighted 2002 Stay Base	115918	11221	3269	7952	8104	3117	5928	2024
Unweighted 2001 Stay Base	129520	12945	3831	9114	9419	3526	6801	2313
Weighted 2004 Stay Base	565284	58635	16038	42597	40192	18443	30106	12491
Weighted 2003 Stay Base	549911	55383	14577	40806	37930	17453	28457	12349
Weighted 2002 Stay Base	525313	56012	15402	40611	38893	17119	28973	11637
Weighted 2001 Stay Base	515109	56437	14999	41438	39629	16807	29758	11679
<b>Transportation</b>								
2004	25.7	26.4	32.0	23.5	20.2	35.6	18.6	33.1
2003	25.8	28.4	34.1	25.5	21.5	38.3	19.6	35.7
2002	25.5	26.0	33.9	21.6	18.3	37.6	16.2	32.3
2001	26.6	27.0	32.0	24.1	20.6	36.4	19.0	33.9
<b>Food</b>								
2004	22.4	23.0	19.9	24.6	25.7	19.0	26.7	20.3
2003	22.7	23.1	19.4	25.0	25.8	19.2	27.2	21.3
2002	22.6	23.3	19.5	25.4	26.4	18.5	27.7	21.0
2001	22.0	22.5	17.9	25.2	25.3	18.3	27.1	21.4
<b>Room</b>								
2004	15.1	15.5	23.3	11.6	14.0	17.8	11.4	12.0
2003	15.3	16.2	25.4	11.4	15.5	17.1	11.6	11.0
2002	15.9	15.9	24.2	11.2	14.8	17.5	11.2	11.1
2001	16.8	18.0	28.5	11.8	16.5	20.3	12.3	10.9

**PROPORTION OF TOTAL EXPENDITURES**  
 (Per Person Per Day)  
 Person-Days Based

**California Travel**

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Shopping</b>								
2004	17.7	16.3	11.5	18.7	19.3	11.9	21.0	14.5
2003	17.6	15.0	9.7	17.8	17.5	11.4	19.9	14.2
2002	17.5	16.8	10.0	20.7	20.0	12.1	22.5	17.0
2001	17.0	15.7	10.5	18.7	18.5	11.5	20.2	15.9
<b>Entertainment</b>								
2004	13.9	14.0	9.4	16.3	15.7	11.5	17.1	14.9
2003	13.6	12.7	7.2	15.6	14.4	10.3	16.6	13.8
2002	13.5	13.2	8.0	16.2	15.2	10.3	17.2	14.3
2001	12.6	12.0	6.9	15.0	13.9	9.3	16.0	13.1
<b>Miscellaneous</b>								
2004	5.2	4.8	3.9	5.2	5.1	4.3	5.3	5.2
2003	5.0	4.6	4.3	4.7	5.2	3.6	5.1	4.2
2002	5.0	4.7	4.4	4.9	5.3	4.0	5.2	4.4
2001	4.8	4.8	4.2	5.2	5.3	4.1	5.3	4.8

**AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES\***  
 (Excluding Transportation Expenditures)  
 (Per Person Per Day)  
 Person-Days Based

## California Travel

	<b>Total U.S.</b> (\$)	<b>California Travel</b>						
		<b>Total</b> (\$)	<b>Busns</b> (\$)	<b>Leisr</b> (\$)	<b>Rsdnt</b> (\$)	<b>Non- Rsdnt</b> (\$)	<b>Leisr Rsdnt</b> (\$)	<b>Leisr N-Res</b> (\$)
Unweighted 2004 Stay Base	89555	8979	2542	6437	6604	2375	4923	1514
Unweighted 2003 Stay Base	102443	10097	2756	7341	7444	2653	5556	1785
Unweighted 2002 Stay Base	115918	11221	3269	7952	8104	3117	5928	2024
Unweighted 2001 Stay Base	129520	12945	3831	9114	9419	3526	6801	2313
Weighted 2004 Stay Base	565284	58635	16038	42597	40192	18443	30106	12491
Weighted 2003 Stay Base	549911	55383	14577	40806	37930	17453	28457	12349
Weighted 2002 Stay Base	525313	56012	15402	40611	38893	17119	28973	11637
Weighted 2001 Stay Base	515109	56437	14999	41438	39629	16807	29758	11679
 <b>Los Angeles</b>								
2004	97.1	97.1	107.3	91.6	89.4	108.2	92.0	91.0
2003	83.2	83.2	99.4	75.4	71.4	98.9	71.2	81.0
2002	88.2	88.2	101.5	80.6	82.4	95.5	81.8	78.9
2001	77.0	77.0	101.6	64.5	69.0	88.3	58.5	73.0
 <b>San Diego</b>								
2004	107.9	107.9	122.4	101.2	105.0	111.8	98.2	105.8
2003	88.9	88.9	97.1	85.4	86.1	91.9	90.4	80.1
2002	86.7	86.7	96.7	82.3	76.8	99.5	76.1	90.2
2001	91.6	91.6	110.4	84.1	85.7	99.5	85.8	81.7
 <b>Orange</b>								
2004	107.7	107.7	112.3	106.8	110.9	102.4	110.9	99.4
2003	87.6	87.6	106.6	83.8	82.5	97.6	80.4	91.4
2002	95.3	95.3	104.8	93.1	94.0	97.8	96.8	86.3
2001	87.5	87.5	123.7	79.6	88.6	85.0	85.7	65.5

\* Note: This year's numbers for average per person per day spending for the years 2001, 2002 and 2003 are slightly lower than the numbers for the same years in last year's data table due to a revised expense calculation. It accounts for an adjustment to compare nightly spending on accommodation with daily spending in other categories.

*California Year End 2004*

## **AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES**

(Excluding Transportation Expenditures)  
 (Per Person Per Day)  
 Person-Days Based

### **California Travel**

	<b>Total U.S.</b> (\$)	<b>California Travel</b>						
		<b>Total</b> (\$)	<b>Busns</b> (\$)	<b>Leisr</b> (\$)	<b>Rsdnt</b> (\$)	<b>Non- Rsdnt</b> (\$)	<b>Leisr Rsdnt</b> (\$)	<b>Leisr N-Res</b> (\$)
<b><i>San Francisco</i></b>								
2004	126.4	126.4	151.9	115.0	114.7	137.5	113.1	117.2
2003	114.9	114.9	123.9	109.7	111.9	118.5	113.9	104.8
2002	123.8	123.8	154.1	108.5	113.0	137.5	102.0	118.2
2001	112.2	112.2	151.8	92.7	88.3	139.0	80.3	109.2
<b><i>Riverside</i></b>								
2004	88.1	88.1	93.7	86.8	89.8	82.0	90.9	74.3
2003	93.6	93.6	112.3	89.0	92.9	95.9	90.9	82.2
2002	77.6	77.6	108.7	70.6	74.8	86.3	68.8	75.9
2001	82.0	82.0	110.8	76.3	79.8	88.5	79.3	67.4
<b><i>Sacramento</i></b>								
2004	73.7	73.7	87.9	64.4	74.5	71.1	71.7	46.5
2003	72.3	72.3	97.1	56.4	70.6	77.1	49.6	72.7
2002	77.7	77.7	96.1	67.2	79.7	71.9	72.6	52.5
2001	60.0	60.0	86.3	45.9	55.5	74.1	41.1	59.6
<b><i>San Bernardino</i></b>								
2004	63.2	63.2	79.2	58.6	58.3	70.6	54.0	65.2
2003	64.4	64.4	87.2	58.1	57.8	85.8	52.6	73.6
2002	65.2	65.2	68.0	64.4	60.7	83.0	63.9	66.2
2001	60.5	60.5	76.8	54.1	59.5	64.4	54.7	51.3

*California Year End 2004*

## **AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES**

(Excluding Transportation Expenditures)  
 (Per Person Per Day)  
 Person-Days Based

### California Travel

	<b>Total U.S.</b> (\$)	<b>California Travel</b>						
		<b>Total</b> (\$)	<b>Busns</b> (\$)	<b>Leisr</b> (\$)	<b>Rsdnt</b> (\$)	<b>Non- Rsdnt</b> (\$)	<b>Leisr Rsdnt</b> (\$)	<b>Leisr N-Res</b> (\$)
<b>Santa Clara</b>								
2004	75.4	75.4	92.9	65.2	72.4	82.5	63.5	72.0
2003	78.4	78.4	100.4	64.0	76.1	82.5	64.7	62.2
2002	83.2	83.2	104.0	69.9	77.0	93.7	74.7	60.7
2001	84.1	84.1	111.6	65.4	84.7	83.2	78.9	44.1
<b>Santa Barbara</b>								
2004	97.6	97.6	104.1	95.2	97.4	99.3	96.3	85.3
2003	92.3	92.3	102.4	88.4	94.1	83.1	91.1	76.2
2002	88.0	88.0	87.5	88.3	89.7	81.9	96.8	56.7
2001	73.9	73.9	75.8	73.2	72.9	77.3	70.7	85.7
<b>Monterey</b>								
2004	123.6	123.6	157.5	115.4	119.9	146.9	113.7	129.3
2003	108.9	108.9	105.4	109.9	108.6	110.1	110.5	106.4
2002	129.1	129.1	162.0	119.2	129.1	129.1	119.0	119.8
2001	101.2	101.2	121.0	95.0	99.4	113.1	92.2	116.3
<b>San Luis Obispo</b>								
2004	90.3	90.3	78.5	93.8	93.7	53.5	98.8	53.5
2003	98.8	98.8	80.1	104.3	100.1	83.5	105.5	90.4
2002	102.7	102.7	92.4	105.0	101.7	116.1	105.6	96.1
2001	76.6	76.6	108.7	68.8	77.1	68.3	68.9	66.6

*California Year End 2004*

**AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES**  
**(Excluding Transportation Expenditures)**  
**(Per Person Per Day)**  
**Person-Days Based**

**California Travel**

	Total U.S. (\$)	California Travel						
		Total (\$)	Busns (\$)	Leisr (\$)	Rsdnt (\$)	Non- Rsdnt (\$)	Leisr Rsdnt (\$)	Leisr N-Res (\$)
<b>Sonoma</b>								
2004	79.3	79.3	55.6	85.1	77.0	109.1	82.4	120.5
2003	59.6	59.6	64.0	58.4	48.2	99.2	48.4	98.2
2002	98.5	98.5	92.1	100.6	103.7	77.4	105.8	80.0
2001	69.5	69.5	31.5	82.0	64.3	104.9	75.9	121.8
<b>Alameda</b>								
2004	70.6	70.6	73.2	68.4	76.2	56.0	73.6	54.2
2003	65.4	65.4	84.2	52.5	64.7	66.7	55.5	47.1
2002	67.2	67.2	71.7	63.7	63.9	73.2	60.9	70.1
2001	59.3	59.3	83.0	42.1	60.7	56.1	44.6	35.7
<b>Kern</b>								
2004	71.9	71.9	75.6	68.7	65.8	104.0	68.8	68.1
2003	63.6	63.6	78.2	53.7	65.9	54.8	53.4	55.2
2002	66.4	66.4	90.0	49.9	69.8	53.0	55.4	33.9
2001	57.3	57.3	65.2	51.6	49.9	84.9	45.4	73.1
<b>Solano</b>								
2004	95.5	95.5	77.3	99.4	106.0	65.6	107.1	65.0
2003	67.2	67.2	48.6	70.4	70.8	44.6	75.3	44.6
2002	86.7	86.7	126.8	78.7	94.2	39.4	86.4	39.4
2001	62.7	62.7	62.0	62.7	62.8	61.6	63.1	58.2

*California Year End 2004*

## **AVERAGE EXPENDITURES IN CALIFORNIA'S TOP COUNTIES**

(Excluding Transportation Expenditures)  
 (Per Person Per Day)  
 Person-Days Based

### California Travel

	<b>Total U.S.</b> (\$)	California Travel						
		<b>Total</b> (\$)	<b>Busns</b> (\$)	<b>Leisr</b> (\$)	<b>Rsdnt</b> (\$)	<b>Non- Rsdnt</b> (\$)	<b>Leisr Rsdnt</b> (\$)	<b>Leisr N-Res</b> (\$)
<b>Fresno</b>								
2004	58.0	58.0	64.4	54.2	58.7	55.2	55.6	35.6
2003	58.7	58.7	70.1	54.2	58.7	59.6	54.0	55.6
2002	64.6	64.6	57.3	68.4	70.8	31.9	74.2	36.3
2001	53.4	53.4	59.0	50.3	54.3	49.3	51.6	44.4
<b>Santa Cruz</b>								
2004	70.1	70.1	89.3	68.7	73.0	56.2	73.3	46.9
2003	57.0	57.0	96.5	53.3	57.4	51.8	53.2	55.4
2002	63.9	63.9	68.4	63.7	67.2	25.7	67.1	25.7
2001	55.3	55.3	80.1	52.5	62.7	15.3	60.5	14.2
<b>Contra Costa</b>								
2004	53.2	53.2	59.3	50.8	43.2	136.5	36.1	140.0
2003	56.5	56.5	71.1	52.1	49.3	68.4	47.9	58.7
2002	58.5	58.5	108.9	41.0	70.5	36.5	48.7	22.9
2001	53.1	53.1	76.2	45.0	38.4	80.0	39.3	56.8
<b>San Joaquin</b>								
2004	70.1	70.1	74.2	69.1	74.9	59.3	79.0	49.5
2003	51.2	51.2	67.0	45.4	51.5	48.9	46.3	34.2
2002	74.4	74.4	115.6	62.6	79.8	55.6	66.0	52.1
2001	37.6	37.6	49.8	33.1	34.2	72.4	30.0	79.6

**AGE OF RESPONDENT**  
Person-Trips Based

California Travel

	Total U.S.	Total	Busns	Leisr	Rsdnt	Non- Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2004 Stay Base	99039	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112322	11026	2989	8037	8098	2928	6071	1966
Unweighted 2002 Stay Base	127996	12292	3567	8725	8824	3468	6459	2266
Unweighted 2001 Stay Base	143397	14312	4186	10126	10327	3985	7514	2612
Weighted 2004 Stay Base	286584	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277747	29598	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268244	30771	8498	22274	26421	4351	19469	2804
Weighted 2001 Stay Base	258490	29732	8163	21569	25612	4119	18872	2696
<i>Average (years)</i>								
2004	43.0	44.9	44.7	45.0	45.3	42.9	45.2	43.7
2003	43.0	44.6	45.8	44.1	44.6	44.1	44.2	43.9
2002	42.7	43.3	45.0	42.7	43.3	43.2	42.6	43.5
2001	43.0	42.5	44.2	41.8	42.3	43.7	41.5	44.3
<i>Median (years)</i>								
2004	40.4	42.9	43.9	42.6	43.5	39.5	43.0	39.2
2003	40.7	42.6	44.5	41.9	42.7	42.2	42.0	40.7
2002	40.5	41.0	44.2	39.6	40.9	41.2	39.5	40.9
2001	40.6	39.9	42.9	38.8	39.4	41.5	38.2	41.1

**AGE OF RESPONDENT**  
Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>25-34 years</b>								
2004	31	25	21	26	24	31	25	33
2003	30	26	22	27	25	29	26	30
2002	30	28	22	30	27	31	30	30
2001	31	31	25	34	33	25	35	25
<b>35-44 years</b>								
2004	23	24	21	24	24	22	25	20
2003	25	26	26	26	26	22	27	22
2002	25	25	24	26	26	22	26	20
2001	25	25	29	23	24	27	23	26
<b>45-54 years</b>								
2004	19	20	22	20	20	19	20	16
2003	19	21	25	19	21	20	20	17
2002	19	19	24	18	19	20	17	19
2001	19	17	21	16	17	18	16	16
<b>55+ years</b>								
2004	22	26	26	26	27	22	26	26
2003	21	24	25	23	24	25	23	26
2002	20	22	25	21	22	22	21	24
2001	21	21	22	20	21	23	20	26

# HOUSEHOLD INCOME OF RESPONDENT

Person-Trips Based

## California Travel

	Total U.S.	Total	Busns	Leisr	Rsdnt	Non- Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2004 Stay Base	98947	9894	2765	7129	7226	2668	5397	1732
Unweighted 2003 Stay Base	112243	11019	2986	8033	8098	2921	6071	1962
Unweighted 2002 Stay Base	127657	12259	3553	8706	8821	3438	6458	2248
Unweighted 2001 Stay Base	143340	14305	4186	10119	10327	3978	7514	2605
Weighted 2004 Stay Base	286313	30900	8450	22450	26133	4767	19226	3223
Weighted 2003 Stay Base	277651	29582	7694	21889	25137	4445	18822	3067
Weighted 2002 Stay Base	267786	30731	8478	22253	26409	4322	19463	2790
Weighted 2001 Stay Base	258372	29724	8163	21561	25612	4112	18872	2689
<b>Average (\$000)</b>								
2004	65.7	73.0	75.7	71.9	72.6	75.0	72.3	70.1
2003	66.9	75.6	83.0	73.0	75.8	74.6	73.6	69.1
2002	66.0	75.5	80.1	73.8	75.3	76.7	73.9	73.1
2001	63.0	69.7	75.0	67.8	69.4	71.8	67.9	66.8
<b>Median (\$000)</b>								
2004	58.4	67.0	68.8	66.1	66.5	70.3	66.8	60.3
2003	60.0	71.3	82.1	68.1	71.4	71.1	68.6	65.7
2002	59.0	73.5	78.9	70.9	73.9	71.5	71.8	66.1
2001	56.9	64.9	71.2	62.3	64.7	66.4	62.6	60.3

# HOUSEHOLD INCOME OF RESPONDENT

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Under \$50,000</b>								
2004	41	35	30	36	35	33	36	38
2003	40	33	29	34	33	31	34	34
2002	40	31	27	33	32	29	33	33
2001	43	36	31	37	36	34	37	39
<b>Under \$25,000</b>								
2004	14	12	11	12	12	9	12	10
2003	14	11	9	12	11	11	12	12
2002	14	12	11	12	12	11	12	12
2001	15	13	14	13	14	12	13	13
<b>\$25,000-\$49,999</b>								
2004	27	23	19	24	23	24	24	27
2003	26	22	21	22	22	19	22	22
2002	27	19	16	21	20	18	21	21
2001	27	23	18	24	23	22	24	25

# HOUSEHOLD INCOME OF RESPONDENT

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>\$50,000 or More</b>								
2004	59	65	70	64	65	67	64	62
2003	60	67	71	66	67	69	66	66
2002	60	69	73	67	68	71	67	67
2001	57	64	69	63	64	66	63	61
<b>\$50,000-\$74,999</b>								
2004	24	22	26	21	22	20	21	20
2003	23	20	16	22	20	24	21	26
2002	24	20	20	20	20	24	20	25
2001	24	24	23	24	24	23	24	24
<b>\$75,000 or more</b>								
2004	36	43	44	43	43	47	43	42
2003	38	47	55	44	47	46	44	40
2002	36	49	53	47	49	47	47	42
2001	33	40	46	38	40	43	39	37

## OCCUPATION OF RESPONDENT

Person-Trips Based

### California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
Unweighted 2004 Stay Base	97620	9744	2691	7053	7131	2613	5341	1712
Unweighted 2003 Stay Base	110588	10876	2934	7942	8009	2867	6011	1931
Unweighted 2002 Stay Base	125774	12100	3492	8608	8727	3373	6398	2210
Unweighted 2001 Stay Base	140920	14067	4094	9973	10147	3920	7398	2575
Weighted 2004 Stay Base	280798	30179	8206	21973	25565	4614	18842	3132
Weighted 2003 Stay Base	271357	28902	7459	21443	24585	4317	18450	2992
Weighted 2002 Stay Base	262476	30125	8128	21997	25931	4194	19253	2744
Weighted 2001 Stay Base	251950	29061	7978	21083	25040	4020	18444	2639
<b>Employed (Net)</b>								
2004	74	74	83	71	74	74	71	66
2003	74	76	84	73	76	78	73	73
2002	75	77	85	75	77	80	75	75
2001	76	76	87	72	76	78	72	72
<b>Managerial, Professional</b>								
2004	34	35	42	33	35	38	33	31
2003	34	37	43	35	37	36	36	30
2002	36	42	49	39	42	42	40	35
2001	38	41	51	37	40	45	37	40
<b>Technical, Sales, Administration Support</b>								
2004	19	18	17	18	18	18	18	17
2003	20	21	17	22	21	20	22	22
2002	19	19	18	19	19	19	19	21
2001	20	18	20	17	18	17	18	17

## OCCUPATION OF RESPONDENT

Person-Trips Based

### California Travel

	Total U.S. (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Service</b>								
2004	7	6	4	7	6	4	7	3
2003	7	6	4	7	6	7	7	7
2002	6	6	6	6	7	5	6	7
2001	5	5	3	5	5	4	5	4
<b>Other Occupation</b>								
2004	15	15	20	13	15	15	12	15
2003	14	12	20	9	11	15	8	13
2002	14	10	12	10	10	13	9	12
2001	13	12	13	12	12	13	12	11
<b>Retired</b>								
2004	10	11	8	13	12	10	12	14
2003	10	11	9	11	11	9	11	12
2002	9	10	8	10	10	9	10	11
2001	9	9	6	10	9	10	10	13
<b>Not Employed</b>								
2004	16	15	8	17	14	15	16	20
2003	16	13	7	16	13	13	16	15
2002	15	13	7	15	13	10	15	13
2001	15	15	7	18	15	12	18	16

## EDUCATION OF RESPONDENT

Person-Trips Based

### California Travel

	Total U.S.	Total	Busns	Leisr	Rsdnt	Non- Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2004 Stay Base	91970	9199	2500	6699	6728	2471	5057	1642
Unweighted 2003 Stay Base	100505	9709	2527	7182	7102	2607	5420	1762
Unweighted 2002 Stay Base	113159	10519	2918	7601	7502	3017	5574	2027
Unweighted 2001 Stay Base	133816	13228	3818	9410	9491	3737	6963	2447
Weighted 2004 Stay Base	258353	27381	7372	20009	23141	4240	16988	3021
Weighted 2003 Stay Base	242479	24938	6125	18813	21143	3795	16197	2616
Weighted 2002 Stay Base	234230	25398	6457	18941	21820	3577	16547	2394
Weighted 2001 Stay Base	238844	27153	7445	19709	23355	3799	17241	2468
<b>Average (years)</b>								
2004	14.3	14.5	14.6	14.5	14.5	14.7	14.5	14.4
2003	14.3	14.5	14.7	14.4	14.5	14.7	14.4	14.4
2002	14.5	14.9	15.2	14.8	14.9	15.0	14.8	14.8
2001	14.8	15.0	15.3	14.8	14.9	15.1	14.8	14.9
<b>Median (years)</b>								
2004	13.6	13.9	14.0	13.9	13.9	14.1	13.9	13.8
2003	13.6	13.9	14.1	13.8	13.9	14.2	13.8	13.8
2002	13.9	14.4	14.8	14.2	14.3	14.7	14.2	14.4
2001	14.3	14.5	15.0	14.3	14.4	14.8	14.3	14.4

## EDUCATION OF RESPONDENT

Person-Trips Based

### California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non-Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>No College</b>								
2004	33	25	26	25	25	26	24	28
2003	33	25	22	26	25	25	25	30
2002	30	20	15	21	19	22	21	24
2001	26	21	18	22	21	21	22	23
<b>Some College</b>								
2004	30	35	32	36	36	30	37	34
2003	30	35	35	36	37	29	37	31
2002	28	33	31	33	34	25	34	28
2001	26	30	26	32	31	25	32	28
<b><u>College Graduate (Net)</u></b>								
2004	36	40	42	39	39	44	39	38
2003	36	40	44	38	38	46	38	40
2002	42	48	54	46	47	53	45	48
2001	47	49	57	46	48	54	46	48
<b>College Graduate</b>								
2004	22	24	24	24	23	27	24	24
2003	22	26	27	25	25	28	25	25
2002	25	29	32	29	29	30	29	28
2001	26	26	26	26	26	29	26	26
<b>Post College Graduate</b>								
2004	15	16	18	15	16	18	15	14
2003	14	14	16	13	13	18	13	15
2002	17	18	23	17	18	23	16	20
2001	21	23	31	20	23	26	20	22

## MARITAL STATUS OF RESPONDENT

Person-Trips Based

### California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non-Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
Unweighted 2004 Stay Base	97749	9755	2719	7036	7113	2642	5319	1717
Unweighted 2003 Stay Base	110681	10843	2951	7892	7952	2891	5952	1940
Unweighted 2002 Stay Base	125724	11982	3485	8497	8615	3367	6296	2201
Unweighted 2001 Stay Base	141699	14049	4119	9930	10130	3919	7362	2568
Weighted 2004 Stay Base	282589	30381	8225	22156	25705	4676	18948	3208
Weighted 2003 Stay Base	273213	28769	7541	21228	24365	4404	18188	3040
Weighted 2002 Stay Base	264270	29831	8256	21576	25669	4162	18896	2680
Weighted 2001 Stay Base	256065	29225	8016	21210	25202	4023	18583	2626
<b>Married</b>								
2004	71	67	64	68	66	72	67	76
2003	72	67	65	67	66	71	67	69
2002	74	67	63	69	66	70	68	71
2001	74	69	70	69	68	73	68	71
<b>Single (Never married)</b>								
2004	16	19	21	19	20	16	20	13
2003	15	18	20	17	18	17	17	17
2002	14	19	20	18	18	19	18	18
2001	15	19	18	19	19	15	19	15
<b>Divorced, Widowed, Separated</b>								
2004	12	14	15	13	14	12	13	11
2003	13	16	15	16	16	12	16	14
2002	12	15	18	13	15	11	14	10
2001	11	13	12	13	13	12	12	14

**MAIN PURPOSE OF STAY**  
Person-Trips Based

**California Travel**

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
Unweighted 2004 Stay Base	99041	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112323	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127999	12292	3567	8725	8824	3468	6459	2266
Unweighted 2001 Stay Base	143400	14313	4187	10126	10327	3986	7514	2612
Weighted 2004 Stay Base	286588	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277747	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268246	30771	8498	22274	26421	4351	19469	2804
Weighted 2001 Stay Base	258503	29732	8164	21569	25612	4120	18872	2696

**Business (Net)**

2004	25	27	100	-	26	32	-	-
2003	26	26	100	-	25	31	-	-
2002	27	28	100	-	26	36	-	-
2001	27	27	100	-	26	35	-	-

**Group Meeting (Net)**

2004	10	11	40	-	10	13	-	-
2003	9	9	35	-	9	12	-	-
2002	10	11	39	-	10	16	-	-
2001	11	11	40	-	10	15	-	-

**Transient Business (Net)**

2004	16	17	60	-	16	19	-	-
2003	17	17	65	-	17	19	-	-
2002	17	17	61	-	16	19	-	-
2001	16	17	60	-	16	20	-	-

*California Year End 2004*

## **MAIN PURPOSE OF STAY**

Person-Trips Based

### California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Leisure (Net)</b>								
2004	75	73	-	100	74	68	100	100
2003	74	74	-	100	75	69	100	100
2002	73	72	-	100	74	64	100	100
2001	73	73	-	100	74	65	100	100
<b>Vacation (Net)</b>								
2004	21	23	-	31	22	25	30	37
2003	22	23	-	31	22	27	30	39
2002	21	22	-	31	22	26	29	40
2001	21	23	-	31	23	25	31	37
<b>Non-Vacation (Net)</b>								
2004	54	50	-	69	51	43	70	63
2003	52	51	-	69	52	42	70	61
2002	52	50	-	69	52	39	71	60
2001	53	50	-	69	51	41	69	63

## BUSINESS PURPOSE OF STAY

Person-Trips Based

### California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Group Meeting</b>								
<b>Convention</b>								
2004	3	3	11	-	3	5	-	-
2003	2	2	7	-	2	4	-	-
2002	3	2	8	-	2	5	-	-
2001	3	3	12	-	3	6	-	-
<b>Seminar/Training</b>								
2004	3	3	13	-	3	5	-	-
2003	3	4	14	-	3	4	-	-
2002	4	5	17	-	4	6	-	-
2001	4	3	12	-	3	6	-	-
<b>Other Group Meeting</b>								
2004	4	4	15	-	4	3	-	-
2003	3	4	14	-	4	4	-	-
2002	4	4	14	-	4	5	-	-
2001	4	4	16	-	5	3	-	-

## BUSINESS PURPOSE OF STAY

Person-Trips Based

### California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Transient</b>								
<b>Client Services/Consulting</b>								
2004	2	2	8	-	2	4	-	-
2003	3	3	12	-	3	3	-	-
2002	3	3	12	-	3	4	-	-
2001	3	4	13	-	4	4	-	-
<b>Inspect/Audit</b>								
2004	1	1	2	-	1	1	-	-
2003	1	1	3	-	1	1	-	-
2002	1	1	4	-	1	1	-	-
2001	1	1	2	-	1	1	-	-
<b>Construction/Repair</b>								
2004	1	2	7	-	2	1	-	-
2003	1	1	6	-	2	*	-	-
2002	1	1	4	-	1	1	-	-
2001	1	1	5	-	1	1	-	-
<b>Sales/Purchasing</b>								
2004	3	2	6	-	2	2	-	-
2003	3	3	11	-	3	1	-	-
2002	3	2	8	-	2	1	-	-
2001	3	2	9	-	3	1	-	-

## BUSINESS PURPOSE OF STAY

Person-Trips Based

### California Travel

	Total U.S. (%)	California Travel							
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)	
<b>Transient</b>									
<b>Government/Military</b>									
2004	1	1	4	-	1	2	-	-	
2003	1	1	4	-	1	2	-	-	
2002	1	1	4	-	1	2	-	-	
2001	2	1	5	-	1	2	-	-	
<b>Other Business</b>									
2004	8	9	33	-	9	10	-	-	
2003	7	8	30	-	7	11	-	-	
2002	8	8	29	-	8	10	-	-	
2001	7	7	26	-	7	10	-	-	

**LEISURE PURPOSE OF STAY**  
Person-Trips Based

**California Travel**

	<b>Total U.S. (%)</b>	<b>California Travel</b>							
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>	
<b>Vacation</b>									
<b>Getaway Weekend</b>									
2004	11	13	-	18	14	9	19	13	
2003	12	13	-	18	14	7	19	10	
2002	11	12	-	17	13	6	18	10	
2001	11	13	-	19	15	7	20	10	
<b>General Vacation</b>									
2004	10	10	-	13	8	16	11	24	
2003	10	10	-	13	8	20	11	29	
2002	10	10	-	14	9	19	12	30	
2001	10	9	-	13	8	18	11	27	
<b>Non-Vacation</b>									
<b>Visit Friends/Relatives</b>									
2004	25	24	-	32	23	25	32	37	
2003	25	24	-	32	23	27	31	39	
2002	24	23	-	31	22	25	30	39	
2001	25	25	-	34	24	27	33	41	
<b>Special Event</b>									
2004	12	12	-	16	12	10	16	15	
2003	12	12	-	16	13	9	17	13	
2002	12	12	-	17	13	8	18	13	
2001	13	13	-	18	14	9	19	13	
<b>Other Personal</b>									
2004	16	15	-	20	16	7	22	11	
2003	15	15	-	20	16	6	22	8	
2002	16	15	-	21	17	5	23	8	
2001	15	12	-	17	13	6	18	8	

# TRAVELING PARTY

Stay-Based

## California Travel

	Total U.S.	Total	Busns	Leisr	Rsdnt	Non- Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2004 Stay Base	90634	8992	2447	6545	6509	2483	4918	1627
Unweighted 2003 Stay Base	102640	10105	2665	7440	7384	2721	5601	1839
Unweighted 2002 Stay Base	116239	11125	3183	7942	7914	3211	5830	2112
Unweighted 2001 Stay Base	131628	13050	3744	9306	9334	3716	6841	2465
Weighted 2004 Stay Base	123346	13698	4729	8969	11454	2243	7672	1297
Weighted 2003 Stay Base	120046	13345	4567	8778	11226	2119	7563	1215
Weighted 2002 Stay Base	116318	13728	5256	8472	11522	2206	7311	1161
Weighted 2001 Stay Base	118150	14188	5407	8781	12080	2108	7592	1189
<b>Average (persons)</b>								
2004	2.2	2.1	1.6	2.4	2.1	2.0	2.4	2.4
2003	2.2	2.1	1.5	2.4	2.1	2.0	2.4	2.4
2002	2.1	2.1	1.5	2.5	2.1	1.8	2.5	2.3
2001	2.1	2.0	1.4	2.4	2.1	1.8	2.4	2.2
<b>Median (persons)</b>								
2004	1.8	1.8	1.0	2.0	1.8	1.6	2.0	2.0
2003	1.8	1.7	1.0	2.0	1.7	1.6	2.0	2.1
2002	1.8	1.7	1.0	2.1	1.7	1.0	2.1	2.0
2001	1.7	1.6	1.0	2.1	1.7	1.0	2.1	1.9

# TRAVELING PARTY

Stay-Based

## California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>One Adult</b>								
2004	38	40	64	27	39	46	27	27
2003	39	43	69	29	42	46	30	25
2002	40	44	74	25	42	51	24	28
2001	42	46	75	28	45	52	27	35
<b>Couples (Male/Female)</b>								
2004	26	25	16	30	26	24	30	32
2003	26	24	13	30	24	25	29	36
2002	25	23	11	31	23	23	30	34
2001	24	23	12	29	23	21	30	27
<b>Two Males or Two Females</b>								
2004	7	8	9	8	9	5	9	5
2003	7	7	8	6	7	6	6	5
2002	7	7	6	7	7	6	8	5
2001	6	6	5	7	6	6	7	7
<b>Three or More Adults</b>								
2004	6	6	5	6	6	5	7	5
2003	6	6	5	7	6	5	7	6
2002	6	5	4	6	5	5	6	6
2001	6	5	3	6	5	6	6	6
<b>Families</b>								
2004	23	20	7	28	21	19	27	31
2003	23	20	6	28	21	18	28	29
2002	22	21	5	31	22	15	31	27
2001	22	20	5	30	21	16	31	25

## LENGTH OF STAY

Stays Based

### California Travel

	Total U.S.	Total	Busns	Leisr	Rsdnt	Non- Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2004 Stay Base	98502	9828	2743	7085	7160	2668	5355	1730
Unweighted 2003 Stay Base	111691	10977	2972	8005	8056	2921	6042	1963
Unweighted 2002 Stay Base	127220	12223	3555	8668	8769	3454	6412	2256
Unweighted 2001 Stay Base	142555	14213	4144	10069	10248	3965	7460	2609
Weighted 2004 Stay Base	133185	14807	5252	9555	12390	2417	8179	1376
Weighted 2003 Stay Base	129746	14379	5000	9379	12100	2279	8069	1310
Weighted 2002 Stay Base	126773	14855	5699	9156	12475	2380	7914	1242
Weighted 2001 Stay Base	127704	15320	5876	9444	13051	2269	8197	1247
<b>Average (days)</b>								
2004	2.19	2.11	2.09	2.11	1.69	4.25	1.72	4.47
2003	2.19	2.08	2.10	2.07	1.67	4.25	1.68	4.42
2002	2.18	2.04	2.00	2.07	1.62	4.23	1.66	4.67
2001	2.17	2.10	2.04	2.15	1.67	4.61	1.73	4.92
<b>Median (days)</b>								
2004	0.75	0.75	0.75	0.75	0.75	3.31	0.75	3.38
2003	0.75	0.75	0.75	0.75	0.75	3.20	0.75	3.30
2002	0.75	0.75	0.75	0.75	0.75	3.38	0.75	3.73
2001	0.75	0.75	0.75	0.75	0.75	3.51	0.75	3.59

*California Year End 2004*

## **LENGTH OF STAY**

Stays Based

### California Travel

	<b>Total U.S.</b>	California Travel						
		<b>Total</b>	<b>Busns</b>	<b>Leisr</b>	<b>Rsdnt</b>	<b>Non- Rsdnt</b>	<b>Leisr Rsdnt</b>	<b>Leisr N-Res</b>
<b>Average #Nights (All)</b>								
2004	1.44	1.36	1.34	1.36	0.94	3.50	0.97	3.72
2003	1.44	1.33	1.35	1.32	0.92	3.50	0.93	3.67
2002	1.43	1.29	1.25	1.32	0.87	3.48	0.91	3.92
2001	1.42	1.35	1.29	1.40	0.92	3.86	0.98	4.17
<b>Median #Nights (All)</b>								
2004	-	-	-	-	-	2.56	-	2.63
2003	-	-	-	-	-	2.45	-	2.55
2002	-	-	-	-	-	2.63	-	2.98
2001	-	-	-	-	-	2.76	-	2.84
<b>Average #Nights (Overnight)</b>								
2004	2.90	2.96	3.06	2.91	2.41	4.32	2.35	4.61
2003	2.93	2.88	3.07	2.78	2.38	4.05	2.28	4.26
2002	2.95	2.92	2.88	2.94	2.43	3.96	2.38	4.52
2001	2.93	2.95	2.96	2.95	2.37	4.45	2.35	4.82
<b>Median #Nights (Overnight)</b>								
2004	2.04	2.08	2.18	2.03	1.80	3.30	1.81	3.45
2003	2.04	2.06	2.32	1.96	1.82	2.93	1.72	3.04
2002	2.06	2.12	2.18	2.09	1.89	3.10	1.84	3.51
2001	2.01	2.03	2.03	2.03	1.78	3.26	1.82	3.40

## LENGTH OF STAY

Stays Based

### California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Day-Trip</b>								
2004	51	54	56	53	61	19	59	19
2003	51	54	56	53	61	14	59	14
2002	51	56	57	55	64	12	62	13
2001	51	54	57	53	61	13	58	13
<b>1-3 Nights</b>								
2004	38	34	32	35	32	43	35	41
2003	37	35	31	37	32	51	35	50
2002	37	33	32	34	30	49	33	43
2001	37	35	32	37	33	47	35	44
<b>4-7 Nights</b>								
2004	9	9	10	9	6	28	6	28
2003	9	9	11	8	6	27	5	26
2002	9	9	10	8	5	30	5	31
2001	9	8	9	8	5	29	5	28
<b>8+ Nights</b>								
2004	3	2	2	2	1	10	1	12
2003	3	2	2	2	1	9	1	10
2002	3	2	2	3	1	8	1	12
2001	3	3	2	3	1	11	1	14

**PRIMARY ACTIVITIES - NETS**  
Person-Trips Based

**California Travel**

	<b>Total U.S.</b> (%)	<b>California Travel</b>						
		<b>Total</b> (%)	<b>Busns</b> (%)	<b>Leisr</b> (%)	<b>Rsdnt</b> (%)	<b>Non-Rsdnt</b> (%)	<b>Leisr Rsdnt</b> (%)	<b>Leisr N-Res</b> (%)
Unweighted 2004 Stay Base	99041	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112323	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127999	12292	3567	8725	8824	3468	6459	2266
Unweighted 2001 Stay Base	143400	14313	4187	10126	10327	3986	7514	2612
Weighted 2004 Stay Base	286588	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277747	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268246	30771	8498	22274	26421	4351	19469	2804
Weighted 2001 Stay Base	258503	29732	8164	21569	25612	4120	18872	2696
<b>Sightseeing (Net)</b>								
2004	26	27	20	30	25	37	28	43
2003	26	28	17	31	26	37	29	44
2002	26	27	16	30	25	38	28	46
2001	25	27	17	31	26	39	29	45
<b>Attractions (Net)</b>								
2004	24	26	19	29	26	27	29	31
2003	24	25	16	28	24	31	26	37
2002	23	24	17	27	24	28	26	35
2001	22	23	13	27	22	27	26	32
<b>Nature (Net)</b>								
2004	19	21	12	24	20	23	23	28
2003	19	23	14	26	21	32	24	38
2002	18	21	12	25	21	23	24	30
2001	18	22	11	26	21	28	25	33

**PRIMARY ACTIVITIES - NETS**  
Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Culture (Net)</b>								
2004	17	18	14	19	18	18	19	20
2003	17	16	11	18	17	16	18	19
2002	17	18	14	19	18	18	19	22
2001	16	16	11	17	15	17	17	19
<b>Outdoor Sports (Net)</b>								
2004	9	9	7	9	9	9	9	10
2003	9	10	9	10	10	8	10	9
2002	9	9	8	10	10	7	10	9
2001	9	9	6	9	9	6	10	7
<b>General (Net) (Expenditure Based)</b>								
2004	48	52	45	54	51	54	54	54
2003	47	49	44	51	48	52	50	54
2002	46	50	41	53	50	52	53	56
2001	47	47	41	49	46	52	49	52

**CALIFORNIA ACTIVITY SHARE**  
Person-Trips Based

**California Travel**

	<b>Total U.S.</b> (%)	<b>California Travel</b>						
		<b>Total</b> (%)	<b>Busns</b> (%)	<b>Leisr</b> (%)	<b>Rsdnt</b> (%)	<b>Non-Rsdnt</b> (%)	<b>Leisr Rsdnt</b> (%)	<b>Leisr N-Res</b> (%)
Unweighted 2004 Stay Base	99041	9903	2768	7135	7226	2677	5397	1738
Unweighted 2003 Stay Base	112323	11027	2989	8038	8098	2929	6071	1967
Unweighted 2002 Stay Base	127999	12292	3567	8725	8824	3468	6459	2266
Unweighted 2001 Stay Base	143400	14313	4187	10126	10327	3986	7514	2612
Weighted 2004 Stay Base	286588	30932	8456	22475	26133	4799	19226	3249
Weighted 2003 Stay Base	277747	29599	7706	21893	25137	4462	18822	3071
Weighted 2002 Stay Base	268246	30771	8498	22274	26421	4351	19469	2804
Weighted 2001 Stay Base	258503	29732	8164	21569	25612	4120	18872	2696
<b>Dining</b>								
2004	33	39	35	40	38	44	40	44
2003	32	35	35	35	34	41	34	39
2002	31	36	34	37	35	38	36	37
2001	31	33	31	34	32	41	33	40
<b>Shopping</b>								
2004	27	29	21	32	29	28	32	34
2003	26	24	18	27	23	32	25	36
2002	26	27	18	30	26	29	29	37
2001	26	25	17	28	24	29	27	32
<b>Entertainment</b>								
2004	23	27	20	30	27	31	29	36
2003	23	26	16	29	25	31	28	38
2002	22	25	15	29	25	28	28	35
2001	21	22	13	26	21	28	25	31

# CALIFORNIA ACTIVITY SHARE

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Sightseeing</b>								
2004	23	24	16	27	22	35	24	42
2003	23	25	15	29	23	35	26	43
2002	23	24	14	28	22	36	26	45
2001	22	25	14	28	23	36	26	44
<b>Theme/Amusement Park</b>								
2004	7	12	5	14	11	17	13	21
2003	7	12	4	14	11	17	13	22
2002	7	13	6	15	12	18	14	24
2001	7	12	5	15	12	15	14	19
<b>Beach/Waterfront</b>								
2004	8	11	6	13	11	12	12	15
2003	8	12	6	14	11	18	12	22
2002	8	11	5	13	10	14	12	18
2001	7	10	4	12	10	14	12	18
<b>Night Life</b>								
2004	8	7	9	7	7	6	7	5
2003	7	6	4	6	5	8	6	9
2002	7	6	6	6	6	7	6	7
2001	6	6	7	6	6	9	6	9

# CALIFORNIA ACTIVITY SHARE

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Parks (national/state)</b>								
2004	7	7	4	7	6	8	7	10
2003	6	7	4	9	7	11	8	14
2002	6	7	4	8	7	8	8	11
2001	6	7	3	9	7	10	8	12
<b>Festival, Craft Fair</b>								
2004	5	6	6	6	6	4	6	3
2003	5	5	4	5	5	3	5	3
2002	5	5	5	5	6	2	6	3
2001	5	5	4	5	6	3	6	3
<b>Museum, Art Exhibit</b>								
2004	5	5	4	6	5	6	6	7
2003	5	5	3	5	5	6	5	7
2002	4	5	4	6	5	7	5	9
2001	4	4	2	5	4	7	5	8
<b>Visit Historic Site</b>								
2004	5	5	5	5	5	8	5	9
2003	5	5	3	6	5	6	6	8
2002	5	5	3	6	5	9	6	10
2001	5	5	3	5	4	8	5	8

# CALIFORNIA ACTIVITY SHARE

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Gamble</b>								
2004	6	5	3	6	5	4	6	5
2003	6	4	2	5	4	4	5	5
2002	5	2	1	3	2	2	3	3
2001	5	2	1	3	2	2	3	2
<b>Concert, Play, Dance</b>								
2004	5	5	4	6	5	5	6	5
2003	5	5	3	5	5	4	5	5
2002	5	5	4	5	5	4	5	4
2001	5	4	3	5	4	4	5	4
<b>Attend Sports/Olympic Event</b>								
2004	5	5	4	5	5	3	5	3
2003	5	4	3	4	4	5	4	5
2002	5	4	3	4	4	4	4	5
2001	5	3	1	4	3	4	4	4
<b>Group Tour</b>								
2004	4	5	5	5	5	4	5	3
2003	4	4	4	4	4	3	4	3
2002	4	3	4	3	4	3	4	3
2001	4	4	4	4	4	4	4	3

# CALIFORNIA ACTIVITY SHARE

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Nature/Culture: Observe and Conserve Eco-Travel</b>								
2004	4	4	3	4	4	3	4	4
2003	4	3	3	4	3	4	3	5
2002	4	4	4	4	4	4	4	4
2001	4	5	3	5	5	5	5	5
<b>Hike, Bike</b>								
2004	3	3	2	4	3	3	4	4
2003	3	5	2	6	5	4	6	5
2002	3	4	2	5	5	3	6	4
2001	4	6	2	7	6	4	7	5
<b>Other Adventure Sports</b>								
2004	2	3	2	3	3	3	3	4
2003	2	2	3	2	3	2	2	1
2002	2	2	2	3	3	2	3	2
2001	2	3	3	2	3	1	2	2
<b>Camping</b>								
2004	3	3	1	4	3	2	4	3
2003	3	4	1	4	4	3	5	3
2002	3	3	2	3	3	2	3	2
2001	2	3	1	3	3	2	4	2

**CALIFORNIA ACTIVITY SHARE**  
Person-Trips Based

**California Travel**

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Golf</b>								
2004	2	2	2	2	2	3	2	3
2003	2	3	4	3	3	4	3	5
2002	2	2	2	2	2	2	2	3
2001	2	2	1	2	2	2	2	3
<b>Hunt, Fish</b>								
2004	3	2	1	2	2	1	2	2
2003	3	2	2	2	2	*	2	1
2002	3	2	2	3	3	1	3	1
2001	3	2	1	2	2	1	2	1
<b>Snow Ski</b>								
2004	1	1	*	2	1	1	2	2
2003	1	2	1	2	2	1	2	1
2002	1	2	1	2	2	1	2	2
2001	1	2	1	2	2	1	2	1
<b>Boat/Sail</b>								
2004	2	1	2	1	1	2	1	2
2003	2	2	2	2	2	2	2	2
2002	2	2	1	2	2	1	2	2
2001	2	2	1	2	2	1	2	2
<b>Shows (boat/auto/antique)</b>								
2004	1	1	2	1	1	2	1	1
2003	2	2	4	1	2	1	1	1
2002	2	1	2	1	2	1	1	1
2001	1	1	2	1	1	1	1	1

# MAIN TRANSPORTATION

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non-Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
Unweighted 2004 Stay Base	94354	9400	2607	6793	6792	2608	5101	1692
Unweighted 2003 Stay Base	107257	10526	2824	7702	7676	2850	5782	1920
Unweighted 2002 Stay Base	121569	11591	3395	8196	8247	3344	6013	2183
Unweighted 2001 Stay Base	137952	13688	4025	9663	9789	3899	7115	2548
Weighted 2004 Stay Base	276231	29709	7882	21827	25103	4606	18673	3154
Weighted 2003 Stay Base	267399	28549	7312	21237	24205	4344	18239	2997
Weighted 2002 Stay Base	257610	29487	8173	21314	25299	4188	18604	2710
Weighted 2001 Stay Base	255259	29335	8085	21249	25297	4038	18613	2636
<b>Air Travel</b>								
2004	9	11	19	8	3	49	2	39
2003	9	11	19	8	3	50	2	43
2002	9	10	18	7	3	53	2	43
2001	10	12	20	9	4	58	3	49
<b>Auto Travel (Net)</b>								
2004	83	79	67	83	86	43	88	54
2003	83	80	71	83	87	42	88	49
2002	83	82	75	85	89	40	90	50
2001	82	79	72	81	85	35	86	45
<b>Car</b>								
2004	67	69	59	73	76	34	78	42
2003	69	69	62	71	75	34	76	40
2002	70	74	68	76	81	33	81	41
2001	69	69	63	71	75	30	76	37

# MAIN TRANSPORTATION

Person-Trips Based

## California Travel

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Van/Small Truck</b>								
2004	16	10	9	10	10	9	10	11
2003	14	11	10	12	12	8	12	9
2002	13	8	7	9	8	8	9	9
2001	13	9	8	10	10	5	10	7
<b>Other Transportation (Net)</b>								
2004	8	10	14	9	11	8	9	7
2003	8	10	10	9	10	8	9	8
2002	8	8	6	8	8	7	8	7
2001	8	10	9	10	10	7	11	7
<b>Camper/RV</b>								
2004	1	2	1	2	1	3	2	3
2003	1	2	1	2	2	3	2	4
2002	1	1	1	2	1	2	1	2
2001	1	2	3	2	2	1	2	1
<b>Bus/Train</b>								
2004	2	3	3	2	3	1	3	1
2003	2	2	3	2	3	1	3	1
2002	2	2	2	2	2	2	2	2
2001	3	3	2	3	3	1	3	1
<b>Miscellaneous</b>								
2004	5	6	10	5	7	4	5	3
2003	5	5	6	5	5	4	5	3
2002	4	4	4	4	4	4	4	2
2001	4	5	4	5	5	5	5	5

**ACCOMMODATION TYPE**  
Person-Trips Based

**California Travel**

	<b>Total U.S.</b> (%)	<b>California Travel</b>						
		<b>Total</b> (%)	<b>Busns</b> (%)	<b>Leisr</b> (%)	<b>Rsdnt</b> (%)	<b>Non-Rsdnt</b> (%)	<b>Leisr Rsdnt</b> (%)	<b>Leisr N-Res</b> (%)
Unweighted 2004 Stay Base	70043	6671	1908	4763	4161	2510	3132	1631
Unweighted 2003 Stay Base	77179	7427	2081	5346	4666	2761	3486	1860
Unweighted 2002 Stay Base	89725	8313	2500	5813	5061	3252	3688	2125
Unweighted 2001 Stay Base	102816	9967	2938	7029	6244	3723	4579	2450
Weighted 2004 Stay Base	140159	14122	3557	10564	10310	3811	7971	2593
Weighted 2003 Stay Base	134904	13418	3173	10245	9616	3802	7614	2630
Weighted 2002 Stay Base	128495	13197	3606	9591	9440	3757	7167	2424
Weighted 2001 Stay Base	127122	13758	3618	10140	10215	3543	7829	2311

**Paid Accommodations (Net)**

2004	63	65	82	59	64	66	60	56
2003	63	64	84	58	65	62	60	51
2002	63	64	81	58	64	64	59	56
2001	62	60	81	53	59	61	54	49

**Paid Hotel/Motel**

2004	53	52	73	45	50	57	45	45
2003	53	52	77	44	50	56	43	45
2002	53	52	72	45	50	59	43	50
2001	53	50	74	41	48	56	41	42

**Paid Non-Hotel/Motel**

2004	10	13	9	14	14	8	15	11
2003	10	12	7	14	15	6	17	6
2002	10	12	9	13	15	5	16	6
2001	9	10	6	12	12	5	13	6

**ACCOMMODATION TYPE**  
Person-Trips Based

California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Non-Paid Accommodations</b>								
2004	34	33	14	39	33	32	38	43
2003	35	34	13	41	33	36	38	48
2002	35	33	14	40	33	32	39	43
2001	36	37	13	45	37	36	44	49
<b>Other Overnight</b>								
2004	2	3	4	2	3	3	2	2
2003	2	2	3	1	2	2	2	1
2002	3	3	6	2	2	4	2	1
2001	3	3	7	2	3	3	2	2

**ACCOMMODATION TYPE - PAID HOTEL/MOTEL**  
Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>High-End</b>								
2004	15	21	35	16	19	26	16	16
2003	16	22	37	17	20	26	17	18
2002	16	23	38	17	21	27	17	17
2001	15	21	37	15	18	27	15	15
<b>Mid-Level</b>								
2004	20	17	24	15	17	19	15	16
2003	19	16	25	14	16	17	14	14
2002	19	16	20	15	16	18	14	16
2001	20	17	23	14	16	17	14	15
<b>Economy</b>								
2004	16	12	12	12	13	10	12	12
2003	16	12	12	12	13	10	12	12
2002	16	12	10	13	11	13	12	15
2001	16	11	13	11	12	9	11	10
<b>Other Hotel/Motel</b>								
2004	2	1	2	1	1	2	1	1
2003	1	2	3	1	1	3	1	1
2002	2	2	3	1	2	1	1	1
2001	2	1	2	1	1	2	1	2

# ACCOMMODATION TYPE - PAID NON-HOTEL/MOTEL

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non-Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Apartment/Condo/Home</b>								
2004	2	1	1	2	2	1	2	2
2003	2	1	1	2	1	1	2	1
2002	2	2	1	2	2	*	2	*
2001	2	1	1	1	1	1	1	1
<b>Bed &amp; Breakfast</b>								
2004	1	1	1	1	1	1	1	1
2003	1	1	1	1	1	1	1	*
2002	1	1	*	1	1	1	2	1
2001	1	1	1	1	1	1	2	1
<b>Ship</b>								
2004	1	1	*	1	1	*	1	*
2003	*	*	*	*	*	*	*	*
2002	*	1	*	1	1	1	1	1
2001	*	1	*	1	*	1	*	1
<b>Timeshare</b>								
2004	1	2	2	2	2	1	2	2
2003	1	1	1	1	1	1	1	1
2002	1	1	1	1	1	1	1	1
2001	1	1	*	1	1	1	1	1
<b>Other Paid Non-Hotel/Motel</b>								
2004	6	8	5	9	9	5	10	5
2003	6	8	5	10	10	3	12	3
2002	6	8	7	8	10	3	10	3
2001	5	7	5	7	8	3	9	3

*California Year End 2004*

## **ACCOMMODATION TYPE - NON-PAID ACCOMMODATIONS**

Person-Trips Based

### **California Travel**

	<b>Total U.S. (%)</b>	<b>California Travel</b>						
		<b>Total (%)</b>	<b>Busns (%)</b>	<b>Leisr (%)</b>	<b>Rsdnt (%)</b>	<b>Non- Rsdnt (%)</b>	<b>Leisr Rsdnt (%)</b>	<b>Leisr N-Res (%)</b>
<b>Apartment/Condo/Home</b>								
2004	27	25	9	31	25	24	30	33
2003	29	29	10	35	29	29	34	39
2002	28	27	11	34	27	28	32	37
2001	29	30	9	38	31	29	37	41
<b>Timeshare</b>								
2004	*	*	*	1	1	*	1	*
2003	*	*	*	*	*	*	*	*
2002	*	*	*	1	1	*	1	*
2001	*	*	*	*	*	*	*	*
<b>Other Non-Paid Accommodations</b>								
2004	5	5	5	5	6	4	5	5
2003	5	4	3	4	3	6	3	7
2002	5	4	3	5	5	3	5	4
2001	5	4	3	5	5	4	5	4
<b>Unspecified Non-Paid Accommodations</b>								
2004	2	2	*	2	2	3	2	4
2003	1	1	*	1	1	1	1	2
2002	1	1	-	1	1	1	1	2
2001	2	2	-	3	2	3	2	4

# SITE LOCATION OF ACCOMMODATIONS

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non-Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
Unweighted 2004 Stay Base	29354	2772	916	1856	1679	1093	1201	655
Unweighted 2003 Stay Base	32793	3072	980	2092	1929	1143	1355	737
Unweighted 2002 Stay Base	37659	3580	1164	2416	2173	1407	1529	887
Unweighted 2001 Stay Base	43252	4261	1427	2834	2654	1607	1882	952
Weighted 2004 Stay Base	60863	6223	1686	4537	4428	1795	3374	1163
Weighted 2003 Stay Base	58482	5648	1569	4078	4046	1602	2998	1081
Weighted 2002 Stay Base	54893	5664	1584	4080	4064	1600	3062	1018
Weighted 2001 Stay Base	54609	5842	1757	4085	4187	1654	3112	973
<b>Base Volume</b>	-	-	-	-	-	-	-	-
<b>Total Urban (Net)</b>								
2004	46	53	68	47	50	61	46	52
2003	46	52	65	47	46	69	40	67
2002	46	53	67	47	47	67	44	58
2001	47	54	67	48	47	69	44	60
<b>Total Rural (Net)</b>								
2004	41	32	24	35	35	25	36	31
2003	41	36	27	39	41	21	46	20
2002	41	35	23	39	41	20	44	25
2001	41	34	25	38	39	21	41	27
<b>Total Other (Net)</b>								
2004	14	15	8	18	16	14	18	17
2003	13	12	8	14	13	10	14	13
2002	13	12	10	13	12	14	12	17
2001	12	13	9	14	14	10	15	13

# SITE LOCATION OF ACCOMMODATIONS

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non-Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Total Urban (Net)</b>								
2004	46	53	68	47	50	61	46	52
2003	46	52	65	47	46	69	40	67
2002	46	53	67	47	47	67	44	58
2001	47	54	67	48	47	69	44	60
<b>Downtown</b>								
2004	21	26	39	21	24	30	21	22
2003	21	23	38	17	21	28	15	24
2002	20	25	34	21	23	29	20	25
2001	20	23	36	18	20	31	16	23
<b>Suburban</b>								
2004	22	24	21	24	23	25	24	27
2003	22	26	21	28	22	35	23	40
2002	22	24	25	24	22	29	22	28
2001	24	27	22	29	25	32	27	34
<b>Airport</b>								
2004	3	3	7	2	2	6	2	3
2003	3	3	6	2	3	5	2	3
2002	3	4	7	2	2	9	2	5
2001	3	4	9	1	3	6	1	3

## SITE LOCATION OF ACCOMMODATIONS

Person-Trips Based

### California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non-Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Total Rural (Net)</b>								
2004	41	32	24	35	35	25	36	31
2003	41	36	27	39	41	21	46	20
2002	41	35	23	39	41	20	44	25
2001	41	34	25	38	39	21	41	27
<b>Highway</b>								
2004	12	8	8	8	8	8	7	10
2003	11	7	7	7	7	7	7	7
2002	11	6	7	6	6	6	6	7
2001	12	7	9	7	8	7	6	8
<b>Small Town</b>								
2004	27	21	14	24	24	14	26	18
2003	28	25	19	27	29	13	33	11
2002	28	26	14	30	31	13	35	17
2001	27	23	15	27	27	13	29	17
<b>Government Park</b>								
2004	2	3	2	3	3	3	3	3
2003	2	4	1	5	5	1	6	1
2002	2	3	2	3	4	1	4	1
2001	2	3	1	4	4	1	5	2

# ONE-WAY DISTANCE TRAVELED

Person-Trips Based

## California Travel

	Total U.S.	Total	Busns	Leisr	Rsdnt	Non- Rsdnt	Leisr Rsdnt	Leisr N-Res
Unweighted 2004 Stay Base	98349	9872	2756	7116	7226	2646	5397	1719
Unweighted 2003 Stay Base	112059	11007	2982	8025	8098	2909	6071	1954
Unweighted 2002 Stay Base	127665	12267	3560	8707	8824	3443	6459	2248
Unweighted 2001 Stay Base	143239	14305	4186	10119	10327	3978	7514	2605
Weighted 2004 Stay Base	284892	30842	8444	22398	26133	4709	19226	3172
Weighted 2003 Stay Base	277318	29571	7691	21880	25137	4434	18822	3058
Weighted 2002 Stay Base	267879	30756	8496	22260	26421	4335	19469	2790
Weighted 2001 Stay Base	258358	29724	8163	21561	25612	4112	18872	2689
<b>Base Volume</b>	-	-	-	-	-	-	-	-
<b>Average (miles)</b>								
2004	310	338	417	308	169	1276	171	1133
2003	307	331	381	313	164	1274	165	1224
2002	304	321	403	290	167	1264	167	1152
2001	311	324	390	299	172	1276	173	1189
<b>Median (miles)</b>								
2004	149	170	151	172	140	1187	150	826
2003	145	168	171	162	136	1115	136	976
2002	148	162	174	155	136	1088	136	897
2001	156	174	174	172	150	1167	150	956

# ONE-WAY DISTANCE TRAVELED

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>100 miles or Less</b>								
2004	32.4	26.3	28.7	25.4	31.0	*	29.6	*
2003	33.6	28.0	28.4	27.8	32.9	0.2	32.3	0.4
2002	32.9	27.0	26.1	27.3	31.3	0.9	31.2	0.7
2001	30.5	25.1	24.3	25.4	29.2	0.1	29.1	0.1
<b>101-150 miles</b>								
2004	18.2	19.4	20.6	19.0	22.8	0.4	22.0	0.6
2003	17.9	18.5	16.7	19.1	21.7	0.3	22.2	0.5
2002	17.9	20.1	18.5	20.7	23.3	0.4	23.5	0.6
2001	17.9	19.5	18.6	19.8	22.6	*	22.6	*
<b>151-250 miles</b>								
2004	19.2	24.4	18.3	26.7	27.4	7.7	29.4	9.8
2003	18.5	24.3	21.8	25.1	27.5	5.9	28.0	7.1
2002	19.0	23.7	22.5	24.2	26.5	6.9	26.5	7.8
2001	20.0	25.5	23.0	26.5	28.7	5.6	29.2	7.3
<b>251-500 miles</b>								
2004	14.4	16.9	14.1	17.9	16.4	19.4	16.7	25.3
2003	14.4	16.4	16.4	16.4	15.9	19.1	15.3	22.6
2002	14.7	16.4	16.2	16.5	16.4	16.7	16.1	19.5
2001	15.7	16.8	17.3	16.6	16.8	17.1	16.1	20.3

# ONE-WAY DISTANCE TRAVELED

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>501-750 miles</b>								
2004	5.1	3.7	4.1	3.5	2.2	11.6	2.2	11.7
2003	5.1	3.4	3.8	3.3	2.0	11.4	2.2	10.3
2002	5.3	3.8	3.4	4.0	2.5	11.7	2.7	13.0
2001	5.7	4.5	4.2	4.5	2.7	15.3	3.0	15.4
<b>751-1000 miles</b>								
2004	3.4	1.3	1.5	1.2	0.1	7.8	0.1	7.7
2003	3.3	1.5	2.1	1.3	*	10.3	*	9.5
2002	3.3	1.7	1.8	1.6	0.1	11.4	*	12.6
2001	3.1	1.2	1.1	1.2	0.1	8.0	0.1	8.9
<b>Over 1000 miles</b>								
2004	7.4	8.1	12.8	6.4	-	53.1	-	44.8
2003	7.2	7.9	10.7	6.9	-	52.7	-	49.6
2002	6.9	7.3	11.5	5.7	-	52.0	-	45.8
2001	7.0	7.5	11.3	6.0	-	53.9	-	48.0

# ORIGIN REGION

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
Unweighted 2004 Stay Base	98947	9894	2765	7129	7226	2668	5397	1732
Unweighted 2003 Stay Base	112243	11019	2986	8033	8098	2921	6071	1962
Unweighted 2002 Stay Base	127708	12267	3560	8707	8824	3443	6459	2248
Unweighted 2001 Stay Base	143340	14305	4186	10119	10327	3978	7514	2605
Weighted 2004 Stay Base	286313	30900	8450	22450	26133	4767	19226	3223
Weighted 2003 Stay Base	277651	29582	7694	21889	25137	4445	18822	3067
Weighted 2002 Stay Base	267947	30756	8496	22260	26421	4335	19469	2790
Weighted 2001 Stay Base	258372	29724	8163	21561	25612	4112	18872	2689
<b>Pacific</b>								
2004	15.4	86.1	83.1	87.2	100.0	9.8	100.0	10.9
2003	15.4	86.8	83.6	87.9	100.0	11.9	100.0	13.5
2002	15.9	87.9	84.1	89.4	100.0	14.3	100.0	15.4
2001	16.5	87.9	84.2	89.3	100.0	12.4	100.0	14.1
<b>Mountain</b>								
2004	7.3	6.1	4.0	6.9	-	39.6	-	48.1
2003	7.4	5.9	6.2	5.8	-	39.4	-	41.5
2002	7.2	5.2	4.5	5.5	-	36.9	-	43.7
2001	7.2	5.1	4.6	5.2	-	36.6	-	42.0

# ORIGIN REGION

Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>West South Central</b>								
2004	11.1	1.7	3.0	1.3	-	11.3	-	9.0
2003	11.0	1.4	2.4	1.1	-	9.6	-	7.9
2002	11.6	1.4	2.5	1.0	-	9.9	-	7.7
2001	11.8	1.6	2.4	1.3	-	11.8	-	10.7
<b>South Atlantic</b>								
2004	18.1	1.6	2.8	1.2	-	10.7	-	8.4
2003	18.5	1.7	2.7	1.4	-	11.5	-	9.9
2002	18.1	1.8	3.0	1.3	-	12.4	-	10.3
2001	17.5	1.4	2.3	1.0	-	9.8	-	8.1
<b>East North Central</b>								
2004	16.4	1.6	2.8	1.2	-	10.6	-	8.2
2003	16.4	1.3	1.5	1.2	-	8.7	-	8.8
2002	16.4	1.4	2.3	1.1	-	10.2	-	8.8
2001	16.5	1.5	2.2	1.2	-	10.9	-	9.9
<b>Middle Atlantic</b>								
2004	12.2	1.5	2.0	1.3	-	9.6	-	9.0
2003	12.3	1.4	1.6	1.3	-	9.4	-	9.6
2002	12.0	1.0	1.6	0.7	-	6.9	-	6.0
2001	11.8	1.0	1.5	0.9	-	7.4	-	6.9

# ORIGIN REGION

Person-Trips Based

## California Travel

	<b>Total U.S.</b> (%)	California Travel						
		Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>West North Central</b>								
2004	8.8	0.6	0.9	0.5	-	3.8	-	3.2
2003	8.5	0.6	0.7	0.6	-	4.1	-	4.1
2002	8.4	0.6	0.7	0.5	-	4.0	-	4.1
2001	7.8	0.6	1.3	0.4	-	4.4	-	2.9
<b>New England</b>								
2004	4.8	0.5	0.8	0.3	-	3.1	-	2.4
2003	4.8	0.4	0.4	0.4	-	2.7	-	2.9
2002	4.5	0.5	0.9	0.4	-	3.7	-	2.9
2001	4.8	0.5	0.7	0.5	-	4.0	-	3.9
<b>East South Central</b>								
2004	5.8	0.2	0.5	0.1	-	1.6	-	0.9
2003	5.7	0.4	0.8	0.3	-	2.7	-	1.8
2002	6.0	0.2	0.5	0.1	-	1.6	-	1.0
2001	6.2	0.4	0.8	0.2	-	2.6	-	1.5

**TOP ORIGIN STATES**  
Person-Trips Based

**California Travel**

	<b>Total U.S.</b> (%)	<b>California Travel</b>						
		<b>Total</b> (%)	<b>Busns</b> (%)	<b>Leisr</b> (%)	<b>Rsdnt</b> (%)	<b>Non-Rsdnt</b> (%)	<b>Leisr Rsdnt</b> (%)	<b>Leisr N-Res</b> (%)
Unweighted 2004 Stay Base	98947	9894	2765	7129	7226	2668	5397	1732
Unweighted 2003 Stay Base	112243	11019	2986	8033	8098	2921	6071	1962
Unweighted 2002 Stay Base	127708	12267	3560	8707	8824	3443	6459	2248
Unweighted 2001 Stay Base	143340	14305	4186	10119	10327	3978	7514	2605
Weighted 2004 Stay Base	286313	30900	8450	22450	26133	4767	19226	3223
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Weighted 2002 Stay Base	267947	30756	8496	22260	26421	4335	19469	2790
Weighted 2001 Stay Base	258372	29724	8163	21561	25612	4112	18872	2689
<b>California</b>								
2004	12.0	84.6	81.7	85.6	100.0	-	100.0	-
2003	12.1	85.0	82.1	86.0	100.0	-	100.0	-
2002	12.8	85.9	81.8	87.5	100.0	-	100.0	-
2001	12.9	86.2	82.6	87.5	100.0	-	100.0	-
<b>Nevada</b>								
2004	0.7	2.5	0.8	3.1	-	16.2	-	21.8
2003	0.6	2.2	2.0	2.3	-	14.6	-	16.3
2002	0.6	2.0	2.0	2.0	-	13.9	-	15.6
2001	0.6	1.8	1.2	2.0	-	13.2	-	16.4
<b>Arizona</b>								
2004	1.6	2.1	1.4	2.3	-	13.3	-	16.0
2003	1.8	1.9	1.3	2.1	-	12.6	-	15.2
2002	1.5	1.6	1.0	1.7	-	11.0	-	13.9
2001	1.5	1.6	1.5	1.7	-	11.9	-	13.5

**TOP ORIGIN STATES**  
Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Texas</b>								
2004	7.4	1.5	2.7	1.1	-	9.7	-	7.3
2003	7.4	1.2	1.9	0.9	-	7.8	-	6.4
2002	7.8	1.1	2.1	0.8	-	8.1	-	6.3
2001	7.7	1.3	2.2	1.0	-	9.4	-	7.9
<b>Oregon</b>								
2004	1.4	0.9	0.9	0.9	-	5.8	-	6.3
2003	1.4	1.0	0.5	1.1	-	6.4	-	8.1
2002	1.2	0.9	1.0	0.9	-	6.7	-	7.2
2001	1.4	0.9	0.7	1.0	-	6.4	-	7.7
<b>New York</b>								
2004	5.3	0.8	1.0	0.7	-	5.3	-	5.1
2003	5.3	0.6	0.5	0.6	-	4.1	-	4.6
2002	5.3	0.5	0.8	0.4	-	3.5	-	3.0
2001	5.3	0.5	0.5	0.5	-	3.6	-	4.2
<b>Washington</b>								
2004	1.9	0.6	0.5	0.7	-	4.0	-	4.6
2003	2.0	0.8	1.0	0.8	-	5.5	-	5.4
2002	1.9	1.1	1.2	1.0	-	7.6	-	8.1
2001	2.2	0.8	0.9	0.8	-	6.0	-	6.4

**TOP ORIGIN STATES**  
Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Florida</b>								
2004	5.1	0.5	0.6	0.5	-	3.3	-	3.4
2003	5.1	0.4	0.7	0.3	-	2.6	-	2.0
2002	5.0	0.5	1.1	0.3	-	3.4	-	2.1
2001	4.7	0.3	0.6	0.2	-	2.4	-	1.9
<b>Illinois</b>								
2004	4.0	0.5	0.8	0.4	-	3.2	-	2.6
2003	4.0	0.5	0.6	0.5	-	3.6	-	3.9
2002	4.1	0.7	0.8	0.6	-	4.8	-	5.0
2001	4.0	0.6	0.9	0.5	-	4.6	-	4.2
<b>New Mexico</b>								
2004	0.8	0.5	0.3	0.5	-	3.1	-	3.8
2003	0.8	0.3	1.0	0.1	-	2.2	-	0.7
2002	0.8	0.2	0.1	0.2	-	1.5	-	1.9
2001	0.8	0.4	0.3	0.4	-	2.8	-	3.2
<b>Colorado</b>								
2004	1.5	0.4	0.7	0.3	-	2.8	-	2.2
2003	1.7	0.6	0.7	0.6	-	4.2	-	4.3
2002	1.7	0.4	0.4	0.4	-	2.9	-	3.2
2001	1.7	0.4	0.6	0.4	-	3.2	-	3.1

**TOP ORIGIN STATES**  
Person-Trips Based

## California Travel

	Total U.S. (%)	Total (%)	Busns (%)	Leisr (%)	Rsdnt (%)	Non- Rsdnt (%)	Leisr Rsdnt (%)	Leisr N-Res (%)
<b>Michigan</b>								
2004	3.8	0.4	0.7	0.3	-	2.6	-	2.1
2003	3.8	0.2	0.3	0.2	-	1.6	-	1.5
2002	3.6	0.2	0.4	0.1	-	1.5	-	1.0
2001	3.6	0.3	0.4	0.3	-	2.1	-	2.1
<b>Virginia</b>								
2004	2.7	0.4	0.6	0.3	-	2.4	-	1.9
2003	2.7	0.3	0.6	0.2	-	1.9	-	1.3
2002	2.9	0.3	0.6	0.2	-	2.1	-	1.5
2001	2.7	0.3	0.6	0.2	-	1.9	-	1.2
<b>New Jersey</b>								
2004	2.9	0.4	0.6	0.3	-	2.3	-	1.8
2003	2.7	0.4	0.6	0.3	-	2.3	-	1.9
2002	2.7	0.2	0.4	0.1	-	1.5	-	1.0
2001	2.6	0.4	0.7	0.2	-	2.6	-	2.0
<b>Ohio</b>								
2004	4.2	0.4	0.7	0.2	-	2.3	-	1.5
2003	4.0	0.3	0.5	0.2	-	1.9	-	1.5
2002	4.0	0.3	0.6	0.2	-	2.3	-	1.7
2001	3.9	0.4	0.6	0.3	-	2.7	-	2.3

## SAMPLE HOUSEHOLD BASE

### California Travel

	<b>Total U.S.</b>	<b>California Travel</b>						
		<b>Total</b>	<b>Busns</b>	<b>Leisr</b>	<b>Rsdnt</b>	<b>Non- Rsdnt</b>	<b>Leisr Rsdnt</b>	<b>Leisr N-Res</b>
<b>2004</b>	47614	5886	1821	4387	3774	2112	2984	1403
<b>2003</b>	52989	6422	1961	4785	4174	2248	3246	1539
<b>2002</b>	60458	7202	2254	5330	4595	2607	3562	1768
<b>2001</b>	69942	8474	2680	6256	5425	3049	4240	2016

## Confidence Level

The confidence interval table indicates how well the data-based on a sample-reflects the entire population of travelers. The smaller the interval, the more accurate the data and the greater confidence we have that the sample number represents the population. For example, if the air travel finding for the U.S. is 10%-using the chart below-we can say that the actual proportion of the population is 10% plus or minus 0.2 percentage point. DKS&A uses a 90% confidence level. Because it reflects a good balance between accepting a difference in findings as real when it in fact is not, and rejecting a difference as not real, when it actually is (in statistical terms, the tradeoff between making a “Type I” and “Type II” error).

	Sample Size for 2004	Percentage Finding in Report or Data Table				
		0% to 2% or 98% to 100%	2% to 5% or 95% to 98%	5% to 10% or 90% to 95%	10% to 25% or 75% to 90%	25% to 75%
U.S.	47,614	0.1%	0.1%	0.2%	0.3%	0.4%
California	5,886	0.2%	0.4%	0.6%	0.8%	1.1%
Resident	3,774	0.3%	0.5%	0.7%	1.0%	1.3%
Non-Residents	2,112	0.4%	0.7%	0.9%	1.4%	1.8%
Business	1,821	0.4%	0.7%	1.0%	1.5%	1.9%
Leisure	4,387	0.2%	0.5%	0.7%	0.9%	1.2%
Leisure Resident	2,984	0.3%	0.6%	0.8%	1.1%	1.5%
Leisure Non-Resident	1,403	0.4%	0.8%	1.2%	1.7%	2.2%

## ***PERFORMANCE/Monitor<sup>SM</sup>* Methodology**

- All of the information contained in this report is derived from D.K. Shifflet and Associates' **DIRECTIONS®** tracking system.  
*Travel definition:* An overnight trip or any day-trip greater than 50 miles one-way from home.
- To meet the need for quality information, DKS&A conducts the largest, ongoing, monthly survey of U.S. consumers' travel behavior—the **PERFORMANCE/Monitor<sup>SM</sup>**.
  - Each mailing goes to an average of 45,000 households per month.
  - Each survey collects the previous 3 months of travel behavior.
  - DKS&A uses an overlapping monthly mail sequence that reduces sample bias for maximum accuracy.
  - More than 70,000 traveling households respond to the survey each year. This results in more than 145,000 stays at destinations throughout the U.S.
  - By far, DKS&A has the largest U.S. destination and accommodations traveler database.
- Our methodology provides superior quality control measures:
  - We use the Synovate, Inc (formerly Market Facts, Inc.) household panel—households who have agreed in advance to periodically participate in mail and phone surveys. Extensive information about the household and its members is obtained at the time of household recruitment. Thus, a key advantage of the household panel is, knowing to whom surveys are sent and from whom surveys are received. Another key advantage of the panel method is higher response rates to surveys—typically 2 to 3 times higher.
  - The 45,000 average monthly mailings are balanced to the U.S. population across six demographic variables (age, gender, income, education, number of adults, and state of residence). Returned questionnaires are re-balanced to these same variables. This re-balancing ensures findings reflective of the U.S. population and enables findings to be projectable to the entire U.S. population.
  - Returned questionnaires go through an extensive set of manual (visual) and automatic (computer program) processing checks to improve data quality. Questionnaires containing anomalies are discarded or corrected based on insights developed from more than a decade of processing experience.

## ***PERFORMANCE/Monitor<sup>SM</sup> Methodology*** (continued)

- All volume estimates in this report are based on a revised visitor volume methodology. The revisions reflect changes in the national-level model and the incorporation of a small-area estimation model. The national-level revisions were necessary following the dramatic changes to travel behavior following September 11, 2001. The small-area estimation component adds enhanced reliability to quarterly and annual estimates by using other data sources (such as hotel room demand and government transportation statistics) as data “anchors” or “reality checks.” Data reported reflect the influence of the revised volume model and the influence of revised population estimates resulting from the 2000 Census.
- Data tables that show all the detailed data collected in this study are delivered to the client. Responses are shown for the total sample as well as key subgroups. The percentages of some questions may exceed 100% due to the rounding of numbers and/or multiple responses permitted for that particular question.

## **DIRECTIONS® PERFORMANCE/MonitorSM Survey Questions (3-17-05)**

**Sample Contacted Annually: 540,000 Households (45,000 Per Month - Every Month - Year After Year)**

[unless otherwise identified, each measure generally available by month back to 1992]

- |     |  |  |
|-----|--|--|
| 1.  | Age of Respondent<br>Gender of Respondent  | [Open End/Actual]<br><input type="checkbox"/> Male <input type="checkbox"/> Female |
| 2.  | List your frequent traveler programs and travel club memberships<br>(name of airlines, hotels, rental cars, auto club: AAA, etc; AARP) (List up to 6)  | [Open End/Coded]   |
| 3.  | Last 12 months, number of nights you stayed in paid lodging<br>(e.g. hotel, condo, ship, campground) for:<br>Business: Number of Nights<br>Leisure: Number of Nights<br>Theme Parks: Number of Times | [Open End/Actual]<br>[Open End/Actual]<br>[Open End/Actual] <i>Added 06/96</i>     |
| 4.  | Past 3 months travel, both business and leisure, how many did you take of:<br>4a. Overnight Trips: A night away from home, local or distant.<br>Overnight Trips: Number of Times                     | [Open End/Actual] ("0" if none)  |
| 4b. | Day Trips: out of your local area (50+ miles one way).<br>Day Trips: Number of Times   | [Open End/Actual] ("0" if none)  |

*If "0" to both questions 4a and 4b, stop here. Otherwise continue with question*

- |      |  |  |
|------|--|--|
| 5.5. | Answer for all day and overnight trip(s) in the past 3 months. (up to 9 trips)<br><b>TRIP</b><br>Trip Start: Month and Date<br>Trip Length: Number of Nights<br>Was the trip a group tour? | [Open End/Actual]<br>[Open End/Actual] ("0" if day trip)<br>[Y/N]                |
| 5b.  | <b>TRAVEL PARTY COMPOSITION</b><br>Number of Men<br>Number of Women<br>Number of Kids Age 0-17<br>Number from your Household   | [Open End/Actual]<br>[Open End/Actual]<br>[Open End/Actual]<br>[Open End/Actual] |

**DIRECTIONS® PERFORMANCE/Monitor™ Survey Questions (3-17-05) (continued)**

**5c. TRANSPORTATION**

Main Mode of Transportation:

- |   |            |   |                       |
|---|------------|---|-----------------------|
| 1 | Airline    | 6 | Van/ SUV/ Small Truck |
| 2 | Amtrak     | 7 | Large Truck           |
| 3 | Car        | 8 | Ship                  |
| 4 | Bus        | 9 | Other                 |
| 5 | Camper/ RV |   |                       |

Payment Method:

- |   |                  |    |                     |
|---|------------------|----|---------------------|
| 1 | Cash/ Check      | 6  | Diners' Club        |
| 2 | American Express | 7  | Other Card          |
| 3 | MasterCard       | 8  | Company Direct Bill |
| 4 | Visa             | 9  | Points/ Miles       |
| 5 | Discover         | 10 | Other/ Free         |

Reservation Type:

- |   |                    |   |  |
|---|--------------------|---|--|
| 1 | No Reservation     | 5 | Airline Co. Website <i>Added 11/02</i> |
| 2 | 800 Phone #        | 6 | Other Website <i>Added 11/02</i>       |
| 3 | Corp. Travel Dept. | 7 | Other                                  |
| 4 | Travel Agent       |   |  |

**AIRLINE**

If used, name main airline:

[Open End/Coded]

Satisfaction Rating: 1-10 Scale

(1=Poor, up to 10=Excellent)

Value Rating: 1-10 Scale

(1= Poor, up to 10 = Excellent)

**RENTAL CAR**

If rented a Car/Truck, name the company

[Open End/Actual]

Satisfaction Rating: 1-10 Scale

(1=Poor, up to 10=Excellent)

Value Rating: 1-10 Scale

(1=Poor, up to 10=Excellent)

Car Rental Payment Method:

- |   |                  |    |                     |
|---|------------------|----|---------------------|
| 1 | Cash/Check       | 6  | Diners' Club        |
| 2 | American Express | 7  | Other Card          |
| 3 | MasterCard       | 8  | Company Direct Bill |
| 4 | Visa             | 9  | Points/ Miles       |
| 5 | Discover         | 10 | Other/ Free         |

## **DIRECTIONS® PERFORMANCE/Monitor™ Survey Questions (3-17-05) (continued)**

**5d. EXPENDITURES BY CATEGORY ("0" if none for You Only)**

Trip Package \$ (Fly/Hotel, Cruise, Group Tour, etc.)

[Open End/Actual]

NOT IN PACKAGE

Main Transportation \$

[Open End/Actual] *Added 07/96*

Rental Car \$

[Open End/Actual] *Added 07/96*

Food/Drink \$

[Open End/Actual]

Entertainment/Recreation \$

[Open End/Actual]

All Shopping \$

[Open End/Actual]

All other except Accommodations

[Open End/Actual]

**6. For all day and overnight trip(s) in the past 3 months, list each city visited.**

**WHERE and WHEN**

City (e.g. Miami): (If out of U.S., write city and country)

[Open End/Coded]

State (e.g. FL):

[Open End/Coded]

**CITY RATINGS**

Overall Destination Rating: 1-10 Scale

(1=Poor, up to 10=Excellent)

Destination Value Rating: 1-10 Scale

(1=Poor, up to 10=Excellent)

Number of visits in the last 3 years:

[Open End/Actual] *Added 05/96, Changed 03/01*

**TRIP TIMING**

Trip Start: Month and Day

[Open End/Actual]

Trip Length: Number of Nights

[Open End/Actual] ("0" if day trip)

**6b. PURPOSE OF STAY**

"Group Meeting"

- |                         |                            |
|-------------------------|----------------------------|
| <i>Company Business</i> |                            |
| 1                       | Convention                 |
| 2                       | Training/ Seminar          |
| 3                       | Other Group Meeting        |
| 4                       | Client Service, Consulting |
| 5                       | Inspection, Audit          |
| 6                       | Construction, Repair       |
| 7                       | Sales, Purchasing          |
| 8                       | Government/ Military       |
| 9                       | Other Company Business     |

"Transient Business"

*Changed 03/01*

- |                         |                         |           |           |
|-------------------------|-------------------------|-----------|-----------|
| <i>Leisure/Personal</i> |                         |           |           |
| 10                      | Getaway Weekend         | }         | "Leisure  |
| 11                      | General Vacation        |           | Vacation" |
| 12                      | Visit Friend/ Relatives |           | "Leisure  |
| 13                      | Special Event           |           | Non-      |
| 14                      | Other Personal          | Vacation" |           |

Both Leisure and Business?

[Y/N] *Added 03/01*

**DIRECTIONS® PERFORMANCE/Monitor™ Survey Questions (3-17-05)** (continued)

**ACTIVITIES**

List primary activities for each visit (list up to 4) and circle activity if it was main reason for the trip:

- |    |   |    |  |
|----|---|----|--|
| 1  | Eco-Travel <i>Added 03/01</i>                 | 11 | Hunt, Fish, etc.                       |
| 2  | Parks: National, State, etc.                  | 12 | Snow Ski, Snow Board                   |
| 3  | Visit Historic Sites                          | 13 | Other Adventure Sports                 |
| 4  | Museum, Art Exhibit, etc. <i>Added 03/01</i>  | 14 | Play Golf                              |
| 5  | Concert, Play, Dance, etc. <i>Added 03/01</i> | 15 | Beach/ Waterfront                      |
| 6  | Festival, Craft Fair, etc.                    | 16 | Boat/ Sail                             |
| 7  | Night Life                                    | 17 | Show: Boat, Car, Home, etc.            |
| 8  | Gamble  | 18 | Theme/ Amusement Park                  |
| 9  | Watch Sports Event                            | 19 | Touring/ Sightseeing                   |
| 10 | Hike, Bike, etc.                              | 20 | Look at Real Estate <i>Added 06/03</i> |

**6c. OVERNIGHT ACCOMMODATION**

**ACCOMMODATION STAYED**

Name of Hotel/ Motel, Shipline, etc. (use chain/ hotel, and extension names, e.g. Seasons Inn Express).

[Open End/Coded] If friend/ relatives' home, use "Friend"

**ACCOMMODATION RATINGS**

Overall Satisfaction: 1-10 Scale

(1=Poor, up to 10=Excellent)

Value Rating: 1-10 Scale

(1=Poor, up to 10=Excellent)

Service Rating: 1-10 Scale

(1=Poor, up to 10=Excellent)

How many stayed in your room:

[Open End/Actual]

Suite Room?

[Y/N]

Location of Accommodation:

- |   |          |   |                 |
|---|----------|---|-----------------|
| 1 | Airport  | 5 | Small Town      |
| 2 | Downtown | 6 | Government Park |
| 3 | Suburban | 7 | Ship            |
| 4 | Highway  | 8 | Other           |

Type of Accommodation:

- |   |                   |    |  |
|---|-------------------|----|--|
| 1 | "All Suite" Hotel | 7  | Ship/ Cruise                           |
| 2 | Resort Hotel      | 8  | My 2nd home/ apt/ condo                |
| 3 | Hotel/ Motel      | 9  | Home/ apt/ condo (not mine)            |
| 4 | Timeshare         | 10 | Corporate Apartment <i>Added 07/04</i> |
| 5 | Bed & Breakfast   | 11 | Other                                  |
| 6 | Camping/ RV       |    |  |

**DIRECTIONS® PERFORMANCE/Monitor™ Survey Questions (3-17-05) (continued)**

Reservations for Accommodations:	1	No Reservation	5	Travel Agent
	2	Chain 800 phone #	6	Hotel Chain Website <i>Added 11/02</i>
	3	Direct to location	7	Other Website <i>Added 11/02</i>
	4	Corp. Travel Dept.	8	Other
How Paid for Accommodations:	1	Self/Friend/Relative	4	Per Diem
	2	Expense Account	5	Free
	3	Company Direct Bill		
Payment for Accommodations:	1	Cash/ Check	6	Diner's Club
	2	American Express	7	Other Card
	3	MasterCard	8	Company Direct Bill
	4	Visa	9	Points/ Miles
	5	Discover	10	Other/ Free

**ACCOMMODATION EXPENDITURE**

Dollars Per Night (Room Only)

[Open End/Actual]

Total Hotel/ Lodging Bill

[Open End/Actual]

Special Deal?

[Y/N]

If in area again, will stay here?

[Y/N] *Added 11/03*

**DEMOGRAPHICS**

Number of Persons in Household:

[Actual]

Annual Household Income:

1	Less than \$5,000	15	\$40,000-\$44,499
2	\$5,000-\$7,500	16	\$45,000-\$49,999
3	\$7,500-\$9,999	17	\$50,000-\$59,999
4	\$10,000-\$12,499	18	\$60,000-\$74,999
5	\$12,500-\$14,999	19	\$75,000-\$84,999
6	\$15,000-\$17,499	20	\$85,000-\$99,999
7	\$17,500-\$19,999	21	\$100,000-\$124,999
8	\$20,000-\$22,499	22	\$125,000-\$149,999
9	\$22,500-\$24,999	23	\$150,000-\$174,999
10	\$25,000-\$27,499	24	\$175,000-\$199,999
11	\$27,500-\$29,999	25	\$200,000-\$249,999
12	\$30,000-\$32,499	26	\$250,000-\$299,999
13	\$32,500-\$34,999	27	\$300,000
14	\$35,000-\$39,999		

**DIRECTIONS® PERFORMANCE/Monitor™ Survey Questions (3-17-05)** (continued)

Occupation of Adult Heads of Household:

1	Managerial/Professional	6	Operator, Laborer
2	Technical, Sales, Admin. Support	7	Student, Other
3	Service	8	Retired
4	Farming, Forestry, Fishing	9	Not Employed
5	Craftsman, Repairman		

Education of Adult Heads of Household: *Changed 10/02*

1	Attended Grade School	5	Attended College
2	Graduated Grade School	6	Graduated College
3	Attended High School	7	College Post Graduate
4	Graduated High School		

Marital Status of Head of Household:

1	Married	2	Never Married	3	Divorced/ Widowed/ Separated
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Children in Household (Age and Gender): [Actual]

Location of Household: State, DMA, ZIP Code, MSA, County

PRIZM coded respondents to block level address

All can be linked to Claritas PRIZM/Clusters and other databases

*Available to clients as special purchase.*

## CALIFORNIA - Core Based Statistical Areas and Counties

